

Helen Purcell

Job Opportunity

Date Posted: 4/29/21

Application Deadline: Upon Filling Position

Department: Marketing

Position: Director of Marketing

Status: Full-time Exempt

Salary: Negotiable

Qualifications:

3 years' experience in Marketing and/or Associate Degree in Business or Marketing.

Overview:

The Director of Marketing is Helen Purcell's most public face and representative. She/he works to ensure Helen Purcell's marketing efforts are aligned with Helen Purcell's brand image and that those efforts create and maintain brand awareness and motivates prospective residents and families to inquire about become residents at Helen Purcell. The Director of Marketing interacts with residents, staff and visitors in a positive, professional and friendly manner while striving to meet the goals as set forth in Helen Purcell's Mission and Vision.

Key Responsibilities and Accountabilities:

The Director of Marketing

1. Oversees the production and maintenance of all marketing materials for Helen Purcell including Social Media Sites and the Helen Purcell website.
2. Develops and maintains a waiting list for Helen Purcell's residences.
3. Introduces, provides tours and answers questions from prospective residents and their families.
4. Provides the initial qualification of prospective residents and, in conjunction with the Director of Resident Care and the Director of Nursing, accepts prospective residents for residency.
5. Works with residents, their families and staff to properly prepare and complete admission paperwork in a timely manner.
6. Strives to maintain a high level of public awareness and understanding of Helen Purcell and its mission.
7. Creates and executes an annual marketing plan and budget.
8. Maintains information systems that provide current and accurate information concerning the availability of all residences.
9. Directs the creation of all of Helen Purcell's marketing communications and controls the use of Helen Purcell's logo.
10. Oversees the publishing of 1 issue of Charm, annually.
11. Ensures Helen Purcell is represented at public events, as necessary.
12. Meets with internal councils and boards, as needed.
13. Actively and consistently addresses community clubs, groups and organizations as needed.
14. Listens to and attempts to address resident complaints.
15. Performs other related duties as assigned.

Internal Applicants: Submit letter of interest before the posting deadline.

External Applicants: Please submit a Letter of Interest and Resume via mail, e-mail or via our website by the application deadline to:

Helen Purcell

Attn: Vince Durant

1854 Norwood Boulevard

Zanesville, OH 43701

vince.durant@helenpurcell.org

Web site: www.helenpurcell.org

Helen Purcell is an Equal Opportunity Employer