

Helen Purcell

Job Opportunity

Date Posted: 7/28//22

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, interviews 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 Health and Administrative Services and the Director of Nursing, accepts prospective residents for residency.
5. Works with residents, their families, and staff to properly prepare, explain 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. Develops and maintains relationship with local media outlets.
9. Attend Helen Purcell events to share on social media
10. Maintains information systems that provide current and accurate information concerning the availability of all residences.
11. Directs the creation of all of Helen Purcell's marketing communications and controls the use of Helen Purcell's logo.
12. Ensures Helen Purcell is represented at public events, as necessary.
13. Meets with internal councils and boards, as needed.
14. Actively and consistently addresses community clubs, groups and organizations as needed.
14. Listens to and attempts to address and/or refer to proper staff person to address resident complaints.
15. Prepares monthly Marketing reports for Board of Trustees
16. 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
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