

Job Title: Marketing and Sales Specialist**Location:** Dogwood Village of Orange County**Job Type:** Full-Time**About Us:** At Dogwood Village, we provide a warm and welcoming environment for our residents, promoting a fulfilling and active lifestyle. We are dedicated to enriching the lives of our community members and are looking for a passionate and motivated Marketing and Sales Specialist to join our team.**Position Overview:** As the Marketing and Sales Specialist, you will play a crucial role in driving awareness and interest in our retirement community. You will be responsible for developing and implementing marketing strategies, engaging with potential residents and their families, and building lasting relationships within the community.**Key Responsibilities:**

- Develop and execute marketing plans to promote Dogwood Village.
- Conduct outreach to potential residents, families, and referral sources.
- Organize and participate in community events, tours, and informational sessions.
- Collaborate with the leadership team to enhance our brand presence.
- Analyze market trends and competitor strategies to identify opportunities for growth.
- Maintain accurate records of inquiries, sales, and follow-up actions.

Qualifications:

- Bachelor's degree in Marketing, Sales, Communications, or a related field.
- Proven experience in sales and marketing, preferably in the senior living industry.
- Strong interpersonal and communication skills.
- Ability to build rapport with diverse groups of people.
- Proficient in digital marketing tools and social media platforms.
- Creative thinking and problem-solving abilities.

What We Offer:

- Competitive salary and benefits package.
- Opportunities for professional development and growth.
- A supportive and collaborative team environment.
- The chance to make a meaningful impact in the lives of our residents.

How to Apply: If you are passionate about making a difference in the lives of seniors and have the skills to drive our marketing efforts, we would love to hear from you! Please send your resume and a cover letter to dlloyd@dogwoodvillageocva.org with the subject line "Marketing and Sales Specialist Application."