

## Senior Manager, Mix-Market Portfolio

### Job Objective

Reporting to the Chief Service and Operations Officer (CSOO), the **Senior Manager, Mix-Marketing Portfolio** is responsible for overall operations of our client's mix market buildings, including their marketing/leasing, service product design, service standards and community operations. The position is accountable for overall fiscal performance of the mix market buildings to ensure that occupancy and revenue targets are achieved, and that the portfolio is managed within approved budgets. This includes but is not limited to assessing market trends and opportunities and working with all levels in the organization to establish, promote and lead innovative operating and service options within the portfolio.

### Critical Requirements:

- Candidate must have senior living experience, preferably in mix market sub-sector.
- Must have experience in profitably running this portfolio and also designing/redesigning the service offering and evaluating whether changes make sense in relation to tenant uptake, retention and financial bottom line.

### Responsibilities:

#### Stakeholder Engagement:

- Ensures and maintains effective communications and good relations with residents, families, staff, partners, volunteers, and neighborhood stakeholders through appropriate lines of communication.
- Acts as a liaison between the mix-market communities and external partners in the neighborhood to advance implementation of community services in the portfolio's properties, supporting resident connections with the larger neighborhood (i.e. Community Associations, local Housing Providers, local schools etc.)
- Builds and supports collaborative relationships between all departments ensuring integration of best practices and service standards.
- Works closely with leaders of the company's corporate services in Finance, Human Resources, Capital Development, Sales & Leasing, Communications, Facility Operations, Impact & Innovation to advance the company's mix market service products, service standards and delivery, customer service, legislative compliance, financial performance, and marketing strategy.
- Represents the portfolio at various relevant community, professional, civic, and service organizations meetings.
- Participates in senior management, and corporate planning meetings, as necessary.

#### Quality Improvement and Service Innovation:

- Evaluates, develops, and recommends improvements to operating policies and procedures, budget, and resource allocations applicable to the portfolio to ensure the value, consistency, and competitiveness of the offering.



- Identifies, implements, and evaluates product and service delivery quality improvements in all service and operations components, including building operations, staffing performance, customer service.
- Facilitates development of innovative solutions and strategies to increase the value and revenue from various service program streams to reinvest into quality and innovative services and programs to support independence of older adults.

**Sales, Marketing and Brand Ambassadorship:**

- Directs & oversees all marketing, sales, and leasing activities, including quality applicant experience/engagement and implementation of creative campaigns that optimizes sales, leasing, occupancy, and tenancy retention within the portfolio.
- Actively engages with the sales/leasing team and sources of potential prospects to increase and meet occupancy targets.
- Ensures that the sales/leasing team maintains and updates the sales and marketing CRM.
- Formulates strategies and plans to attract new residents/customers within the portfolio through outreach, proactive strategies, to facilitate resident transitions across housing operators in order to optimize sector vacancies and meet the company's occupancy targets.
- Analyzes and reports on metrics indicators of portfolio health, including occupancy vs. vacancy turnover, sales cycle timelines, resident/customer demographics, marketing campaign ROI, lead conversion rates, sales pipeline, resident transitions, and turnover trends, etc.
- Sets sales/occupancy targets and goals within the portfolio and for any sales/leasing direct reports.
- Coordinates market research to facilitate decision making to identify prospective programs, research projects, products/services, and future capital development within the portfolio to capture and evaluate market and best practice trends.
- Ensures appropriate marketing, advertising and public relations activities are coordinated with the company's Brand and Communications team to maintain a positive community image, the company's brand authenticity, as well as maximize occupancy and tenant retention.

**People Leadership and Management:**

- Hires, trains, supervises, mentors, orients, coaches, and evaluates team performance for optimal customer service and performance.
- Ensures direct reports submit regular monthly performance reports.
- Implements, controls, and evaluates staffing roles and schedules for optimal service delivery and meets customer service expectations.
- Forecasts staffing requirements across the portfolio to ensure appropriate levels of staffing are in place (e.g. lease up, ongoing operations phases, etc.).
- Informs the development of mix market orientation curriculum for new employees to align with expectations established in the company's Brand Ambassador Program.
- Responsible for payroll, vacation management, performance reviews and monthly developmental conversations with direct reports.
- Identifies high potential performers for succession purposes and ensures development plans are in place for them.



**Financial Performance:**

- Manages approved portfolio budget and profit and loss responsibilities.
- Responsible for maximizing revenue and net income within the portfolio by evaluating, revising, and developing effective value propositions, with input from the management and staff teams.
- Forecasts annual, quarterly, and monthly leasing/occupancy projections and reports on any occupancy and revenue variances.
- Recommends operating budget for the portfolio to the Executive team and implements controls for effective utilization of the human and financial resources within approved budget.
- Responsible for ensuring all financial and operating records are maintained accurately and submitted appropriately.
- Establishes annual rents and services fees and decides on the terms of discounts, incentives, and special pricing plans in consultation with the Finance department, to maximize vacancy uptake and sales of services in relation to market and resident needs.
- Ensures that assets within the portfolio are optimally managed in consultation with the Capital Development department, including but not limited to executing effective operating/preventative maintenance programs; assessing business cases for asset upgrades/renovations that optimize financial performance; establishing processes that reduce the length of suite vacancy turn-over; and the planning/commissioning of new buildings within the mix-market portfolio.

**Legislative Compliance:**

- Ensures all employee and resident records are gathered, stored, and disposed of in compliance with legal requirements and corporation standards.
- Reviews, responds, and acts, where necessary, on all reports of inspection authorities.
- Operates all properties in the portfolio in a state of legislative compliance readiness and supports this readiness with all community teams.
- Complies with the Occupational Health and Safety Act, Workplace Safety and Insurance Act, and Workplace Hazardous Material Information Systems. This includes recognizing health and safety hazards, reporting incidents, fulfilling responsibilities under the applicable legislation, as well as participating in in-services and fire drills.

**Qualifications:**

- Background, knowledge and proven 8 years+ progressive leadership experience in mix-market senior living, healthcare or hospitality, preferably multi-site operations, of mid to large organization(s)
- Strong financial acumen, including knowledge of dashboards, heat maps and other tools used to assess the health of the business on an ongoing basis.
- Experience in a licensed care environment preferred.
- Must demonstrate effective strategic and business planning, profit & loss management, service design and ROI evaluation, leasing & marketing, brand management and staff management.
- Bachelor's degree in business or related fields (health administration, hospitality management, finance, marketing, or economics).
- Knowledge of Supportive Living Accommodation Licensing Act, Residential Tenancies Act, Protecting Persons in Care Act an asset.



- Demonstrates the company's values and passion for serving older adults.
- Ability to think strategically, lead teams, and execute a plan at a high level.
- Exceptional interpersonal, customer service, and negotiation skills.
- Excellent communication skills, both written and verbal, with a high level of confidence in engaging with a wide range of audiences and groups.
- Enthusiastic champion of change and influencer.
- Innovation-driven systems thinker.
- Accountable for meeting deadlines and shifting priorities as required.
- Demonstrates ability as a critical thinker, decision maker and manager of risks.
- Strong work ethic and ability to thrive in a fast paced and dynamic environment.
- Highly analytical with ability to form informed decisions based on multiple data sources.
- Inspired leader who is results oriented, demanding a high standard of performance including setting goals and priorities and monitoring progress.
- Advanced time management and organizational skills.
- Effective computer skills (intermediate to advance), especially Word, Excel, PowerPoint, SharePoint, Outlook, and MS Office applications an asset.
- Experience with relevant software applications and ability to learn new software.
- Have a valid drivers' license and access to a reliable vehicle.

**Working Environment:**

- Must be flexible and able to respond to a variety of changing duties and work routines.
- On occasion will work under stressful and fast paced situations.
- Changing work environment between multiple communities, stationary computer work for prolonged periods.
- Use of remote technology and Personal Protective Equipment (during outbreaks).
- Local car travel, in inclement weather.
- Exposure to community in GI or influenza outbreak conditions.

**Supervision:**

<b>Received:</b>	Direct:	Chief Service & Operations Officer
	Indirect:	Chief Financial Officer
<b>Given:</b>	Direct:	Community Managers (mix market portfolio) Sales/Leasing Coordinator
	Indirect:	Technical Advisor Culinary Services Advisor, Co-Creation of Learning & Leisure Housekeeping Manager Technical Advisor Facilities

**Hours of Work:**

- 37.5 hours per week
- Monday to Friday; 8:00am-4:00pm



Flexibility of hours and occasional evenings, after hours and weekends will be required on monthly basis as means of service quality

If you are interested in this position, please email [catherine@catherinebrownlee.com](mailto:catherine@catherinebrownlee.com)

