



Position Description

Sales & Guest Relations Coordinator [Non Supervisory]

Wesley Independent Living Units
December 2020

Agreement

Signed-Manager

Signed-Employee

Date

Date

Do all the good you can
because every life matters



Sales & Guest Relations Coordinator

Wesley Independent Living Units

1 Overview of Wesley Mission

Wesley Community Services Limited, a company limited by guarantee pursuant to the Corporations Act 2001, is a Public Benevolent Institution operating as Wesley Mission to deliver services and programs to provide direct relief of poverty, sickness, suffering, distress, adversity, disability, destitution, and helplessness in New South Wales and other parts of Australia as inspired by the work of Jesus Christ in Word and deed. Our vision is to:

“Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can”.

Out of Christian love and compassion we are driven by Christlike servanthood, unflinching integrity and courageous commitment.

The organisational plan is based on four key result areas, namely:

- our clients
- our people
- our operations
- our financials.

Our position descriptions and performance plans are aligned with these four key result areas.

2 Overview of Wesley Independent Living Units

The Wesley Independent Living Units team has two key responsibilities:

- to market all available units within the Wesley Independent Living Units portfolio
- Process all administration tasks related to future, current and past residents of Wesley Independent Living Units within legislative requirements.

3 Overview of role

The Sales & Guest Relations Coordinator is responsible for marketing all available units within the Wesley Independent Living Units portfolio, ensuring a reputation of providing high quality care in a Christian environment is maintained. The Sales & Guest Relations Coordinator is primarily a sales role but does include administration tasks that are required to achieve key responsibilities.

4 Relationships

Reports to: Sales & Guest Relations Manager

5 Major role responsibilities

5.1 Our clients

- Respond to all client enquiries in a timely manner
- enhance and develop relationships and networks with potential customers with the aim of achieving full occupancy at the Villages
- Organisation and execution of sales and networking events at the Villages

- Processing of relevant administration tasks relating to future, present and past village residents
- as directed by the Sales & Guest Relations Manager, perform other duties not inconsistent with the functions and role of the Sales & Guest Relations Coordinator
- be a strong ambassador for the Wesley Independent Living Units team.

5.1.1 Performance Measures

- Sales results per month
- village occupancy rate
- number of networking events attended and organised per quarter
- administrative duties processed in line with legislative requirements.

5.2 Our people (our team)

- Work closely with the Sales & Guest Relations Manager to execute sales and marketing plan
- develop close working relationships with village management and staff
- promote and ensure adherence to Wesley Mission brand
- ensure all Human Resource (HR) policies and procedures are understood and adhered to
- on a quarterly basis, document your progress using the Employee Contribution & Development template and meet with your manager to discuss
- ensure your position description is up-to-date and identify career training and development and career growth opportunities for yourself
- regularly report to your manager on team issues such as resourcing needs, performance, training/development, disciplinary action, leave, Work, Health & Safety issues etc
- identify and recommend opportunities to increase team satisfaction
- attend all scheduled meetings.

5.2.1 Performance Measures

- Successful execution of the Independent Living Units sales and marketing plan

5.3 Our operations

- Organise and execute sales and networking events at the villages
- attend relevant expos and community events to increase brand awareness
- use of Independent Living Units Microsoft Dynamics CRM database for sales enquiries and follow ups
- identify opportunities to further skills and knowledge in the retirement sector
- work closely with Quality, Risk and Compliance Specialist to ensure correct documentation of all policy and procedures for the Independent Living Units
- communicate the Wesley Mission brand and key messaging strategy to stakeholders to build effective relationships, gain their support and ultimately create advocates.

5.3.1 Performance Measures

- Quarterly attendance expo / community events to increase brand awareness
- Complete any required legislation training for the retirement sector
- Policies and procedures for the Independent Living Units sales functions developed and/or reviewed in line with requirements.

5.4 Our financials

- Successfully execute sales and marketing plan to achieve sales targets
- Ensure all projects are delivered to budget and seek opportunities to minimise expense wherever possible.

5.4.1 Performance Measures

- Sales results per month
- Expenses kept in line with budget

6 Professional responsibilities

- as directed, other activities to support the delivery of the Wesley Independent Living Units Business Plan and Wesley Mission Strategic Plan, as requested by your manager
- as an employee, be responsible under the Work Health & Safety Act for the health and safety of all persons they come into contact with, during employment. All hazards and injuries must be reported through the normal process as set out in Wesley Mission's Work Health, Safety and Rehabilitation Quality Management System and site procedures
- in relation to Wesley Mission and the Uniting Church in Australia, attend such functions, meetings, seminars, training courses as directed by your supervisor
- in relation to Wesley Mission attend worship services as encouraged by your supervisor
- take responsibility for personal career development and training
- participate in Wesley Mission's Orientation program, so as to gain an understanding of, and promote, the application of the EEO, Affirmative Action, Privacy Act, Work Health & Safety Act and other relevant legislation
- administer Wesley Mission's philosophy of care and other relevant policy documents as appropriate
- demonstrate responsible stewardship of all resources, and willingness to report impropriety in keeping with the values of Wesley Mission
- ensure the reputation and integrity of Wesley Mission is maintained at all times
- maintain confidentiality.

7 Selection criteria

To be successful in this position, candidates must possess the following:

Demonstrated behaviours

- confident professional with strong initiative and business acumen
- willingness to affirm Wesley Mission's vision, mission and values and enthusiastically advocate our Word and deed ministry
- demonstrated ability to work unsupervised as well as an effective team player with a positive can-do attitude
- relates well to a range of people with sound listening and problem solving skills
- displays emotional maturity and resilience.

Essential skills/knowledge

- Exceptional customer service skills

- Experience in a similar real estate or sales environment
- Outstanding communication skills
- Ability to establish and maintain good relationships with key stakeholders
- Ability to work as part of a team as well as the ability to work alone and take initiative
- Strong computer skills including database management
- A demonstrated understanding of WH&S.

Desirable skills/knowledge

- Qualifications in Real Estate, Business or Finance
- Experience working within a retirement village framework
- Experience working to financial and organizational targets
- not for profit or cause related management experience
- Experience using Microsoft Dynamics or a similar CRM system.