

## JOB DESCRIPTION

Title	Group	Affiliation	Job no.
<b>Community Relations Agent</b>		<b>Management</b>	
<p><b>OVERVIEW</b></p> <p>Reporting to the General Manager, is responsible for all external communication activities of the residence in order to increase the visibility and to stimulate commercial space rentals and sale of personalized services to a clientele of independent and semi-independent retirees. The Community Relations Agent contributes in achieving specific sales objectives and assists the Leasing Manager, if needed. Responsible for broadening the customer base through prospecting efforts and activities to identify new channels and by participating in activities to promote the residence.</p>			
<p><b>RESPONSIBILITIES</b></p>			
<ol style="list-style-type: none"> <li>1. Explores and analyzes the market in the region, relevant publications, ads and the competition to identify regional needs and stays abreast of anything that could affect the occupancy rate of the residence. Keeps management informed and makes recommendations to better position the residence compared to the competition.</li> <li>2. Prepares a detailed intervention plan based on market information in order to increase the visibility of the residence in its environment and to increase the sales of the residence to our retiree clientele.</li> <li>3. Represents the residence and participates in special events and activities likely to increase the visibility of the residence within the regional community and to establish a list of potential clients. Solicits prospects, promotes the residence and its services, and follows up as necessary to generate business and establish a waiting list.</li> <li>4. Prospects organizations associated with the residence to stimulate the rental of apartments and commercial space to retailers in the residence.</li> <li>5. Supports the Leasing Manager in the rental process and sale of personalized services.</li> <li>6. Has a thorough understanding of the Allegro sales process (QPQ program).</li> <li>7. Fills out appropriate forms and documents, drafts correspondence and standard reports based on information available, to ensure necessary follow-up.</li> <li>8. Carries out, as required, all related tasks in order to ensure continuity and ongoing quality of service.</li> </ol>			

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<b>QUALIFICATIONS</b>			
<b><u>EDUCATION</u></b>			
College Diploma in Marketing			
<b><u>EXPERIENCE</u></b>			
Between 2 and 3 years of experience in the sale of services and business development			
<b><u>PHYSICAL EFFORT</u></b>			
Standard			
<b><u>WORKING CONDITIONS</u></b>			
Handles confidential information			
<b><u>OTHER PERMITS OR LICENCES REQUIRED BY LAW</u></b>			
N/A			
<b><u>OTHER REQUIREMENTS</u></b>			
Strong networking, communication and interpersonal skills			
Professional			
Talent for negotiation			
Results-oriented			
Ability to listen to clients' needs			
Very receptive			
Strong organizational skills			
Knowledge of Microsoft Office tools			
Posting date: January 29, 2009			