Peachtree Christian Health
A LIFE ENRICHMENT CENTER

JOB DESCRIPTION

Recruitment and Marketing Specialist (Full-time)

Summary: At Peachtree Christian Health (PCH), the Recruitment and Marketing Specialist plays a vital role in two areas: enrolling new participants into the program and developing and implementing marketing, communications, and recruitment initiatives.

Position Reports to: Program Director

Why work for Peachtree Christian Health? At Peachtree Christian Health, our purpose is to provide caregivers and their loved ones with a compassionate care center that offers reliable, engaging, and safe services. Our staff benefits from a collaborative and family-centric work environment, as well as fulfilling community experiences. We are seeking a Recruitment and Marketing Specialist who can help us develop, implement and manage a marketing and communications plan for the program, as well as work closely with local businesses and community partners.

Job Responsibilities:

Recruitment

- Develop and maintain a recruitment plan for procuring adult prospects
- Serve as the primary point of contact for enrollment inquiries
- Create a recruitment tracking system to follow up with caregivers and measure success
- Schedule and conduct onsite tours
- Oversee trial visits with the PCH Program Director and Center Director - RN
- Manage the enrollment process, including completion of forms and other requirements

Community Relations

- Prepare and deliver presentations and educational programs for community, church, and other civic organizations
- Build and strengthen partnerships with aging adult agencies and organizations
- Conduct Virtual Dementia Tours with groups of six (6) or fewer people at a time

Marketing

- Conduct research on advertising trends for caregivers of older adults
- Study target audiences, competitors' pricing, and products
- Place digital ads according to budget
- Create and publish digital marketing content online (e.g. website, Facebook, Instagram, LinkedIn)
- Implement email marketing campaigns
- Analyze digital traffic, monitor social media, Google Analytics
- Optimize paid advertising campaigns using SEO tools
- Report to stakeholders on campaign growth and analytics
- Scale campaigns to maximize ROI
- Brainstorm and execute experiments and conversion tests

Website Management

- Manage and update PCH's website content

Professional Prerequisites:

- Minimum one year of experience working with dementia and aging populations (internship experience counts towards this requirement)
- Proficiency in content creation, strategy, email marketing, and paid social advertising
- Strategic, with strong attention to detail and excellent communication skills
- Exceptional organizational skills, with the ability to work within deadlines and manage multiple tasks and/or projects
- Maintain a positive attitude throughout the process
- An Associate or Bachelor's Degree in related field preferred
- Written statement from a physician certifying good health
- Negative TB Test within a 12-month period

Salary: $40,000.00 - $50,000.00 per year

Bonus: Aside from receiving an annual salary, the Recruitment and Marketing Specialist will have the opportunity to earn a monthly bonus of $500.00. This is subject to the condition that at the end of each month, they have successfully enrolled new participants totaling 12 weekly participant days or more per month and 8 new Open Neighborhood memberships. To receive the bonus payment, new participants must remain enrolled at Peachtree Christian Health for a minimum of one month.

I have read and understand the responsibilities and requirements of this position.

Employee Signature _____ Date _____