



Emerald Communities is a mission-focused, not-for-profit organization that provides leadership for its affiliate organizations to create and enhance lifestyle opportunities for seniors. We are a 30-year old organization-serving seniors in the Pacific Northwest. Over the past decade, Emerald Communities has expanded its Redmond campus and created a new start-up community in Gig Harbor. We have plans to continue expanding our existing communities and pursue other growth opportunities.

The **Vice President of Marketing and Public Relations** is responsible for the oversight, direction and operations of marketing and public relations for Emerald Communities and its affiliate organizations. This person works closely with the President/CEO to fulfill the established mission, goals and objectives of Emerald Communities and each affiliate organization.

**Pay Range:** \$200,000-\$225,000 + Bonus Plan based on performance  
Hybrid Work Model

**Primary Responsibilities:**

- Maintain budgeted IL occupancy by establishing and meeting sales goals at each affiliate organization.
- Develop, implement and monitor annual marketing plans to accomplish sales and occupancy goals.
- Establish entrance fee prices for residential units.
- Coordinate the development of collateral materials for Emerald Communities and all affiliate communities; ensure marketing materials are current, clearly written, professionally produced and consistent with Emerald Communities purpose, core values and contracts.
- Coordinate development and maintenance of website and social media.
- Engage, coordinate and manage relationships with Public Relations and Advertising firms.
- Report regularly on advertising response and marketing activity, performance summary, etc.
- Establish acceptable standards for new and refurbished apartments/cottage homes for move-in.
- Monitor and oversee compliance with all applicable federal, state and local anti-discrimination laws and ordinances (i.e., Fair Housing) in admissions and marketing policies, procedures, and materials.
- Recommend changes to resident contracts and collateral materials. Update resident contracts, application materials, amendments and addendums as needed.
- Ensure community Disclosure Statements are updated annually, and filed with the State of Washington on a semi-annual basis.
- Ensure compliance with WSHFC regulatory agreement(s) and associated affordable housing requirements reporting.
- Monitor, interpret and communicate market competition and demographics.
- Advise and assist in preparing all communications for internal and external audiences.

**Required Knowledge, Skills and Experience:**

- College degree in related field preferred.
- At least five years' experience in retirement community marketing.
- Must have multi-site experience.
- Proven management and supervisory experience.
- Proven experience in lead management systems, sales systems and techniques, marketing plan development/implementation, and budget development.
- Knowledge and experience utilizing CRM software for accurate reporting and analysis.

**We offer:**

100% employer-paid medical, dental, vision, life & AD&D and long term disability. In addition, we offer a Flexible Spending account for medical and childcare reimbursements. Eligibility begins the first of the month following 30 days of employment. Employees are able to enroll in our company's 403(B) plan immediately. We match 50 cents for every dollar saved up to 10% of your annual salary. Matching begins the first of the quarter following 1 year of employment. We offer a generous paid time off program, including 6 paid holidays and 3 personal days.

Should you be interested, please reach out to Ashley Horsefield: Corporate Recruiter.

[Ashleyh@emeraldcommunities.com](mailto:Ashleyh@emeraldcommunities.com)

All Emerald Communities employees must pass a criminal background check and other pre-employment requirements. We are an E-Verify employer.

*Emerald Communities is an equal opportunity employer.*