



FLETCHER ACADEMY

A Ministry of FAI

Overview of Role

<u>Position:</u>	Community Marketing Coordinator	<u>Department:</u>	FPI Marketing
<u>Class:</u>	Full Time	<u>Wage:</u>	DOE
<u>Status:</u>	Hourly Non-Exempt	<u>Reports to:</u>	Director of Fletcher Park Inn
<u>Notes:</u>		<u>Revised:</u>	08/04/2021

Our Mission:

We are a community of believers operating Adventist schools, ministries, and businesses in harmony to educate youth to have a transforming influence on the world as disciples of Christ.

Our Vision:

To graduate students with the highest standard of intellectual and moral culture and thus be the leading sustainable Adventist educational model and resource for Christian leaders.

Departmental Mission:

To be a friendly and caring independent retirement community while supporting Christian education at Fletcher Academy.

Why:

- Fletcher Park Inn is a place to “Live with Purpose” in an independent living community near to vibrant, active church families, a large AdventHealth community presence including a regional hospital across the street, and the Fletcher Academy Campus, offering physical, mental, social, and spiritual Food for Life. We desire to create and maintain a community of residents who are engaged stakeholders of our mission and ministry, where each resident is able to fulfill a greater purpose by being involved with the schools, businesses, and ministries of Fletcher Academy, Inc. Ministries. The community itself should be a haven which provides safe, affordable, attractive spaces that support body, mind, and spirit by offering a dynamic, fulfilling, peaceful, and compelling place to visit, spend time, and call home during a special part of life.

- We also seek to fully utilize a vitally important ministry owned by the organization to offer a strong value proposition (Villas, Apartments, and Rentals) where residents are called to Live with Purpose. This supports the practice of good stewardship of our land and building assets to generate revenue that supports the overall mission and sustainability of our organization.
- Fletcher Park Inn is a vital part of a Fletcher Academy education, which features an integrated work-study program as an essential component of its curriculum. Students work nearly everywhere on our campus, building practical skills and developing a strong work ethic as they are trained and mentored by caring, knowledgeable, patient, and kind supervisors who help to encourage each student on their teams to “Find your Purpose.”

How:

- **Serves** to fulfill and maintain the goal of full occupancy of all units of Fletcher Park Inn by creating and nurturing relationships with residents, families, and individuals who are seeking to choose the right fit in an independent-living community, making it their special place to call home during this period of their lives.
- **Involved** in helping to maintain the physical (tangible) and people / culture (intangible) campus community of Fletcher Park Inn, where all residents are invited to become and remain engaged, long-term stakeholders in our organization’s mission and vision, thus Living with Purpose.
- **Integrates** as a member of FPI’s leadership team, which includes a broad familiarity with both historical and current campus operations and educational work.
- **Tracks and reports** relevant metric information, including occupancy, transitions.
- **Advocates** for residents and their families in areas of need where appropriate.
- **Complies** with applicable laws and regulations as related to independent living retirement communities.
- **Shares** rotating responsibility as Administrator On-Call and as a first responder to the residents’ emergency paging system.
- **Assists** with other projects and tasks as assigned.

What (Qualifications):

- Previous experience in senior care, retirement and/or long-term care administration, community management, real estate, marketing, retail, or a related field.
- Effectively communicates both verbally and written (required to be fluent in English; bi-lingual is a plus, but not required).
- A working knowledge of both desktop and mobile operating systems.
- Lifting requirements < 25 lbs.
- May sit, stand, or walk for extended periods.
- May require stooping, bending, standing, sitting, and a low - mid level of physical dexterity with low - moderate level of physical exertion.
- May work a flexible schedule, including some evenings, weekends, etc.
- Must have a sincerely expressed desire to serve Christ and be a practicing Seventh-day Adventist Christian who is upholding and demonstrating the values thereof, and have a willingness to be

part of a dynamic, diverse team serving in a drug/alcohol/tobacco-free campus workplace environment.

Who:

- Reports to the Director of Fletcher Park Inn. May supervise multiple student employees, Career Education students, and/or volunteers simultaneously.

Expectations:

- The mission drives everything we do; students are central to that.
- We collaborate with team members to put the best of the organization first.
- We are supportive of others and open to their ideas.
- We focus on God and work towards unity.
- We take responsibility and initiative in a timely fashion.
- We thank volunteers and donors at every opportunity.
- We bring our best effort, no excuses.
- We operate with grace, flexibility, respect, professionalism, excitement, and energy.
- We identify and fill unmet needs.
- We communicate, regularly talking in person or calling team members, including Leaders.