

# HERITAGE POINTE

## SENIORS LIVING IN THE JEWISH TRADITION

*No matter what your job/position is at HP, you share with all the people here, one principle function - to ensure our Residents receive the best care and service ...the one thing you will always be held accountable for is the exercise of your best judgment.*

**CURRENT REVISION DATE:** April 2021

**POSITION TITLE:** Marketing Designer

**POSITION CATEGORY:** Non-exempt, Full time, Part time, Evenings and Weekends

**POSITION REPORTS TO:** Director, Marketing & Outreach

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### **I. BASIC PURPOSE OF POSITION:**

Maintain current messaging on all media outlets, create printed marketing materials, assist the organization to attract and retain new Residents, donors, and employees.

With challenge comes opportunity, and you'll find that our organization is ripe with a variety of tangible and emotional rewards including:

- **Ability to make an impact:** As our "go to" design guru, you'll showcase your creativity and expertise both inside the building and across the country.
- **Challenge and Variety:** This is not your average creative services job; you will be "in the mix" with Residents, staff, donors, and volunteers almost every day. You will see your plans come to fruition, and the people that will benefit from your hard work.
- **Career Development:** You will help shape your own role moving forward depending on your willingness to learn new functions and responsibilities.
- **For People, Not for Profit:** Locally managed by a Board of Directors and active management team, this award-winning facility doesn't have a big corporate overseer. Heritage Pointe offers the stability of an established business, with over 31 years of success, as well as an agile, fun culture that rewards initiative.
- **Rooted:** Heritage Pointe is Orange County's only senior community rooted in Jewish culture, tradition and values. This one-of-kind not-for-profit community is open to people of all faiths and backgrounds. Our mission is focused solely on our Residents and their independence, health, safety, comfort and happiness. Current awards include "Top Places to Work" 2020 (OC Register), Best Assisted Living/Retirement Community 2020 (LATimes OC) and Best Assisted Living Community (OC Register "Best of Orange County" 2020).

### **II. CUSTOMERS/CLIENTS SERVED BY POSITION:**

Residents, their families, guests, staff, and potential Residents.

### **III. OUTCOME WHEN JOB IS DONE WELL:**

An increase in census, a fully-staffed workforce, new and engaged donors.

### **IV. EDUCATION REQUIREMENTS:**

- Good writing, editing and verbal communications skills

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- Bachelor's Degree
- One to three years of direct experience in agency or in-house collateral production
- Effective time-management and prioritization skills
- Proficiency in Word, Excel, Outlook, WordPress and current graphics design program such as Adobe Creative Suite (InDesign, Illustrator), Acrobat, etc.
- Proficiency in social media platforms including Facebook, Twitter, Instagram, LinkedIn, Google, YouTube, etc. Understanding of trends and best practices in online marketing and measurement.
- Ability to adapt and pick up new techniques
- A keen eye for graphic design, attention to detail, and creativity.

### V. **EXPERIENCE REQUIREMENTS:**

Creative self-starter. Looking for an enthusiastic, inquisitive and professional Marketing Designer.

### VI. **SKILLS, LICENSE, CERTIFICATION AND/OR SPECIAL TRAINING REQUIREMENTS:**

Ability to read and communicate in English. Able to stand for long periods at a time. Knowledgeable in safety and sanitation procedures. Able to pass pre-employment drug screening, physical, and able to obtain a fingerprint clearance as required by our licensure.

### VII. **ESSENTIAL JOB DUTIES THAT MUST BE SAFELY PERFORMED WITH OR WITHOUT REASONABLE ACCOMMODATION OR WITHOUT POSING A DIRECT THREAT TO OTHER EMPLOYEES, RESIDENTS OR STAFF.**

1. **Maintaining the organization's brand aesthetics, internally and externally.** This includes reviewing and maintaining the organization's visual representation in all aspects of design. Your creative talents will be applied to digital ads, sales/marketing materials, and collaterals for our stakeholders (staff, Residents and their families, volunteers, donors, community supporters).
2. **Design and produce a wide variety of creative assets to support initiatives,** such as eblasts, online ads, social media posts, print ads, and blogs. Experience working with SEO, email, social media, Constant Contact, and display advertising campaigns a plus.
3. **Plan and manage online media flow to stakeholders.** You'll be supporting other departments with their communications and outreach. This may include messaging via social media, eblasts, website, and collateral pieces. Some of the key goals of this position is helping to build a systematic, planned schedule to promotional efforts, the execution, and reporting on their effectiveness.
4. **PointeConnect:** Starting this summer, you will have the chance to change how the world sees Heritage Pointe! You'll be working to create a customized phone app where Residents, their families, staff and supporters can see everything from the daily menu to upcoming activities to live Resident videos.

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5. **Work with the CEO, department managers and Board of Directors** in planning campaign goals and collateral schedule. This includes the production calendar and ensuring all elements are delivered on time and on budget.
6. **Identify opportunities for new content**, public relations, community outreach and community events that would support Heritage Pointe. Identify, evaluate and recommend platforms that streamline or add value to marketing or management efforts.
7. **Collecting and curating stakeholder testimonials and stories**, updating photo/video archives on behalf of the nonprofit.

### **Factors affecting work performance – attendance, dependability, achievement, interpersonal skills**

1. Make time at work to have fun, laugh, breathe and smell the roses.
2. Regular, punctual attendance. Flexible schedule to include weekends, evenings and holidays.
3. Additional duties as assigned by supervisor.
4. Timely completion of work assignments.
5. Attends and participates in general staff and department meetings.
6. Be a team player and able to get along well with co-workers and other departments.

### **Mission, Vision, Policy and Regulations – HP Philosophy, adherence to policy, judgment**

1. Familiarize self with and follow Heritage Pointe policy and procedures and the same with the Jewish tradition as it relates to our Residents, family and guests.
2. Observes and follows safety policies; to include but not limited to reporting all work-related injuries timely, wearing appropriate safety equipment and security access/name badge.
3. Wear appropriate clothing per facility dress code.
4. Follow timekeeping policy by utilizing time clock to report all hours worked and take all mandatory rest and meal breaks (by the fifth hour of work unless six hours completes the day).
5. As a matter of HP policy and federal and state law; confidentiality and privacy policy, applies “minimum necessary”, “needs to know” guidelines on all PHI information and reports non-compliance violations to Privacy Officer.
6. As a mandated reporter per DOJ requirements; attends Mandated Reporter Abuse training meetings, will report all abuse incidents; physical, emotional, financial, sexual, verbal, completing the 1) SOC 341 form, mailing or faxing, 2) calling the ombudsmen and/or department of health services; for Assisted Living and Independent Living, call ombudsmen, and APS (adult protective services), and 3) informing supervisor so Resident can be protected.
7. Follow the corporate compliance standard and employee code of conduct, of performing work with an ethical behavior and utilizing proper business conduct and professional practice, that complies with applicable laws, rules and regulations; as serving the Residents, preserving the organizational reputation, maintaining Resident/employee trust, community respect. Reports non-compliance or concerns to Corporate Compliance Officer

## **VIII. EQUIPMENT REQUIRED IN THE PERFORMANCE OF ESSENTIAL JOB DUTIES:**

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1. Electronic devices, iPad, Computer, DVD Player, Telephone, Mobile Phones, Copiers, (not all inclusive).

### IX. PHYSICAL DEMANDS

While performing the duties of the job, the employee is regularly required to stand and walk on their feet for several hours at a time. Hands, fingers, arms are frequently used for holding, stretching, and reaching. The employee will be expected to kneel, bend, and crouch. The employee must be able to lift or move unassisted, up to 50lbs. Vision and hearing are required due to the safety of our Residents. Exposure to extreme temperatures is common; hot to cold.

I, (Print Name) \_\_\_\_\_, have read the job description entitled **Marketing Designer** and pledge to perform to the best of my ability each duty and responsibility to the highest standard possible. I also understand that this job description does not imply a contract or agreement. It outlines the job duties for the position of Marketing Designer only. Further, I am committed to understanding the sensitive, ethical and confidential nature of the position and realize that comprising this could lead to immediate consideration of termination. Employment at Heritage Pointe is "At Will". For any reason, at any time, with or without cause or notice, Heritage Pointe or myself may terminate the employment relationship.

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director of Human Resources Signature

\_\_\_\_\_  
Date

***\*A signed copy of this job description will be placed in your personnel file for future referencing and used for evaluation purposes throughout the year. This format is the authorized form for all job descriptions at Heritage Pointe.***