

LIFECARE AFFORDABILITY PLAN®

Marketing and Outreach Director

Job Description

Employment Type Full-Time

Start Date Q1 2022

What is LCAP?

After over two decades as a financial advisor, Tom West gained significant experience in advising families struggling with how to support a loved one diagnosed with a chronic illness, disability, or dementia. Tom created the Lifecare Affordability Plan® (LCAP™) to improve the long-term care planning experience for clients facing a life-changing diagnosis.

Position Summary

The Marketing and Outreach Director is a seasoned sales professional responsible for generating and closing leads for the LCAP, a healthcare-driven financial plan. Working closely with the LCAP team, the Marketing and Outreach Director assists with developing key messages and talking points for use in target marketing efforts to enhance the LCAP brand. LCAP is a fast-paced and entrepreneurial small team with the scale, competitiveness, and value proposition of the parent company (SEIA).

Roles and Responsibilities

- Leverage existing relationships and cultivate new relationships with Center of Influence (COI) organizations in the senior housing and healthcare industry, such as aging lifecare organizations, elder law attorney practices, senior housing communities, geriatric care physicians, home care agencies, and organizations focused on serving those with Alzheimer's Disease and other forms of dementia.
- Establish, organize, and participate in appropriate events and/or speaking engagements to increase leads and foster positive community relationships.
- Consistently meets, or exceeds, sales targets outlined by management.
- Effective and consistent usage of customer relationship management (CRM) systems to manage Center of Influence (COI) sales and inquiries.

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1650 Tysons Blvd., Suite 1575
Tysons Corner, VA 22102

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Qualifications and Education Requirements

- Sales professional with 7+ years of experience who demonstrates a working knowledge of the Senior Housing and Healthcare industry in Northern Virginia and the greater Washington, DC market
- Established advocate for seniors
- Excellent written and oral communication skills are required. Video introduction will be part of the selection process.

Preferred Skills and Attributes

- Enthusiasm and passion to help families in the dual crisis of needing long term care services and the uncertainty of how to pay for the care
- Resiliency and self-motivation to adapt to a work environment that pitches from unstructured to very structured
- Humor, empathy, and self-awareness
- Experience in the financial services industry is not expected nor required

Additional Notes

- Full health/retirement benefits available from SEIA
- Work from remote locations, including home, are supportable for job description
- Flexible hours and appropriate accommodations to support family needs are supportable as well

Please visit our website at www.lifecareaffordability.com. If interested, submit a resume and cover letter to Jennifer Late at jlake@seia.com.