



**TITLE:** *Sales and Marketing Manager, Private Pay In-Home Services Program*

**REPORTS TO:** Candidate will mutually report to executive level management of two organizations, CMAA and Hanul, based on joint venture as further described below



**JOB STATUS:** Full-time

## **Background**

Chinese Mutual Aid Association (CMAA) and Hanul Family Alliance (Hanul) are two established non-profit social service organizations in the Chicagoland area, each providing a wide array of social services to the immigrant and low-income community. Both organizations also run successful Community Care Programs (CCP), where they provide non-medical services such as cooking and cleaning to the elderly and disabled who qualify for Medicaid. The two organizations wish to pursue a joint venture together where they will expand their elderly care program to a larger audience, and offer it to seniors who can pay out of pocket, or who have other means of payment, such as through private long term care insurance.

## **Job Description**

The Sales and Marketing Manager will be the executive in charge of the success of the new Private Pay joint venture between CMAA and Hanul. This person would start off at first as a sales professional and grow to a sales and marketing leader in the organization. A successful candidate will develop and execute a sales strategy and build a sales team that will generate clients and the sales process that converts leads to customers. A successful candidate will develop relationships with potential referral sources, such as hospital social workers who assist with patient discharge, or staff members at senior apartments and residences, with the goal of training future sales representatives to be able to develop and manage their own accounts. This is a full-time salaried position with excellent Health, Dental, Vision and other benefits.

## **Job Responsibilities:**

- Implement Sales Leadership, Marketing Leadership, Business Development and Organization build out
- Develop a successful sales and marketing strategy for the new joint program between CMAA and Hanul for private pay elderly care
- Oversee the work of sales representatives
- Assist in the implementation of building out a “private pay” enhancement to CMAA and Hanul’s respective CRM’s. Both CMAA and Hanul are currently in the process of transitioning their respective CRM to Salesforce.
- Willingness to work with culturally diverse populations
- Enhance recruiting strategies
- Improve operations by installing new tools and workflows
- Provide project data and outcome reports required by the project funder
- Perform other duties as assigned

## **Qualifications**

*The ideal candidate will have:*

- Bachelor’s degree. Master of Business Administration (MBA) is not required but preferred.
- At least five years of experience in sales and marketing in senior care or a related field, or substantial commensurate experience in similar roles in other industries

- Have excellent oral and written communication skills, with the ability to communicate information in a clear and concise manner.
- Looking for strong interpersonal skills, including the demonstrated ability to work effectively with community organizations, colleagues, business partners, and community stakeholders.
- Experience in public speaking and training
- Ability to manage multiple priorities will be helpful.

#### **ABOUT US:**

Chinese Mutual Aid Association (CMAA) is a community-based social services agency. CMAA's mission is to serve the needs, promote the interests, and enhance the well-being of immigrants and refugees in the Chicagoland area, and to foster their participation in and assimilation into American society. The organization is headquartered in Uptown of Chicago and has a satellite office in Elgin. The Community Care Program, which is also known as the In-Home Services Department, provides in-home care and assistance to seniors and individuals with disabilities such as preparing meals, housecleaning, shopping, taking clients to the doctor, and much more.

Hanul Family Alliance (Hanul) was established to meet the needs of primarily limited-English-speaking Korean elderly. The organization is headquartered in the Albany Park community of Chicago and has satellite offices in the surrounding communities of Mt. Prospect and Lake County. Today, the agency serves over 7,000 individuals and families of all ages and ethnicities annually. Hanul provides a broad range of community services to meet the diverse needs of the community it serves through promoting healthy aging, family wellness and community engagement. Its largest programs are focused on providing services to seniors, which include in-home care as well as a nutrition program and a meal delivery program.

**Application Process:** Interested candidates should send a cover letter and résumé to Madeleine Azcueta at [madeleinea@chinesemutualaid.org](mailto:madeleinea@chinesemutualaid.org). In the subject line of the email please title it, "Sales & Marketing Manager." In the body of the email, please include where you saw or heard about the job opening.

***CMAA and Hanul are equal opportunity employers.***