



JOB TITLE: Community Living Consultant
DEPARTMENT: Business & Community Development (Sales)
STATUS: Permanent, Full-time
LAST UPDATE OR REVIEW: August 31, 2026

PREAMBLE

As a leading senior's residence and provider of senior's continuing care services and programs, Canterbury Foundation (the "Foundation") shares with seniors the "Promise of Home". Person-centered care is the foundation for all we do in providing safe, quality care and other human services. We provide a home where seniors experience peace of mind and feel like family. All persons are treated with dignity and respect in every interaction. Working for Canterbury Foundation requires that employees exhibit the highest standards of personal behavior and ethics in every interaction that instill confidence and trust and not bring the Foundation into disrepute. The honesty and integrity of Canterbury Foundation demands the impartiality of employees in the conduct of their duties.

POSITION SUMMARY

Canterbury Foundation is seeking a dynamic and results-driven **Community Living Consultant** to join our team. The Community Living Consultant will play a crucial role in guiding prospective residents and their families through the decision-making process, ensuring a seamless transition into our community. This individual will be responsible for driving occupancy, building relationships, and representing Canterbury Foundation as a trusted and knowledgeable community with living and care options for seniors at all stages of aging. The Community Living Consultant will manage all elements of the coordination of admissions and discharges of residents as well as liaising with referral sources, tracking referrals, and maintaining a wait list. This position will also support the development and implementation of an effective marketing plan, assisting in the coordination of special events and conducting presentations and tours with prospective residents and families. As a member of an inter-disciplinary team, strong teamwork and collaboration skills are a requirement of the position.

With keen attention to detail, the Community Living Consultant will be a self-starter with a "can-do" attitude who is relationship and sales-focused, solution-oriented, and consistently demonstrates the highest of standards in delivering world class client services. The position communicates with multiple internal and external stakeholders where they will be required to maintain positive relationships throughout.

KEY RESPONSIBILITIES

- **Lead Generation & Outreach:** Proactively identify and cultivate relationships with prospective residents, families, referral sources, and community partners.
- **Consultative Sales Process:** Engage with prospective residents and families, understand their needs, and provide tailored solutions that align with Canterbury Foundation's offerings.
- **Tours & Presentations:** Conduct engaging community tours, virtual presentations, and information sessions to showcase Canterbury's living options and unique amenities.
- **Pipeline Management:** Maintain an organized sales pipeline using a CRM system, ensuring consistent follow-ups, timely communication, and effective relationship management.

- **Collaboration & Teamwork:** Work closely with Marketing, Health Services, and Maintenance & Facilities to enhance the resident experience and optimize occupancy levels.
- **Event Coordination:** Assist with the planning and participate in outreach events, open houses, and information sessions to raise awareness and drive interest in the community.
- **Market Analysis:** Stay informed about industry trends, competitor offerings, and market conditions to refine sales strategies and maintain a competitive edge.
- Facilitate the updating and adding to current lease agreements and adjusting rental criteria.
- Analyzes traffic sources and trends to make sure that the property is advertising in the best possible sources.
- Other duties, relevant to the position, shall be assigned as required.

QUALIFICATIONS

- Proven experience in sales, preferably in senior living, healthcare, hospitality, or real estate.
- Strong interpersonal and relationship-building skills, with the ability to connect with seniors and their families.
- Strong teamwork and collaboration skills, including the ability to build rapport and trust with team members, across all areas and disciplines of a team-oriented organization.
- Exceptional communication and presentation skills.
- Highly organized with strong follow-up and pipeline management abilities.
- Experience with revenue management and development of pricing strategies to maximize revenue.
- Driver's License with clear Driver's Abstract and access to vehicle.
- Proficiency in CRM software and Microsoft Office Suite.
- Ability to work flexible hours, including evenings and weekends, as needed.

SKILLS & ATTRIBUTES

- Exceptional oral and written communication and presentation skills.
- Strong communication and interpersonal skills and proven ability to work successfully with marketing, operations and cross functional teams.
- Enhanced customer care and client management skills combined with strong analytical and organizational abilities.

OCCUPATIONAL HAZARDS

- Sustained periods of working at a computer terminal may result in dry or strained eyes, headache, fatigue, strains, carpal tunnel or repetitive strain injury.
- Infrequent lifting and transporting of supplies and paper may result in strains, sprains, pulls, paper cuts or small injuries to fingers and hands.
- Infrequent opening and closing of multi-tiered filing cabinets may result in tipping of cabinets, small injuries to fingers and hands, strains, sprains, abrasions or tripping.
- Sustained use of electronic office equipment exposes users to some risk of electrocution as well as repetitive wrist strain, localized pain, nerve irritation or burns.
- Frequent periods of walking around the department and the site may result in slips, falls, strains or sprains.
- Frequent exposure to fragile seniors or clients, infrequent exposure to death and dying, which may result in emotional distress or grief.
- Frequent messaging through telephone, voice mail and email creates stress in this position.
- Urban travel may result in serious physical injury or death.

GENERAL STATEMENT

This position description is designed to serve as a guide for both the individual holding the position and for those evaluating the performance of this individual. It is in no way intended to include all the daily or ongoing tasks and specifications associated with the position. The incumbent may perform other duties as assigned, which are not specified in this description. This position description will be updated on an ongoing basis and will be made available to all interested parties within the organization.