JOB TITLE: GENERAL MANAGER W/ MARKETING
/LICENSED ASSISTED LIVING ADMINISTRATOR
SUPERVISOR: PARADIGM SENIOR LIVING

JOB SUMMARY

Responsibilities include overall management of the community in accordance with the policies, procedures and annual plan approved by Paradigm Senior Living, and in compliance with all state, local, and federal rules, regulations and laws applicable to the operation and/or licensure of the assisted living facility.

Direct day-to-day operations appropriate for a first-class property that promotes the health, safety, and satisfaction of all residents.

To devote full and exclusive time and attention, best skills and efforts, during assigned hours at the property, to ensuring the complete occupancy of the property at the earliest time possible and continuously thereafter.

General management responsibilities include, but are not limited to:

a) Fiscal management b) Personnel management c) Resident care, services and amenities d) Occupancy development e) Public and resident relations f) Regulatory compliance

PRIMARY RESPONSIBILITIES

1. Diligent, conscientious devotion of full and exclusive time, attention, skills, and efforts to discharge all duties as manager and to ensure a first-class, fully occupied (98%) assisted living community. Coordinate and actively participate in Manager on Duty rotation during assigned schedule.

2. Participation in the preparation, implementation and periodic review of an annual business plan for the assisted living community.

3. Develop and maintain systems that will effectively monitor the operation of the facility, including, but not limited to occupancy rate, income and expense, and supply/capital asset inventories.

4. Review, preparation, and revision of departmental policy and procedure manuals, which establish standards of performance and other relevant guidelines for staff.
5. Preparation of financial, occupancy development or operating reports and analyses as required and as may be requested by Paradigm Senior Living from time-to-time.

6. Maintain, or cause to be maintained, accurate and appropriate records for each resident and prospective resident of the facility, for each employee and other administrative activities, and maintain confidentiality of said files at all times.

7. Coordinate the timely and accurate completion of all monthly billings to residents of the facility.

8. If called upon, assist with the collection of all receipts including issuance of legal late notices and proper deposits of receipts into a bank designated by Paradigm Senior Living.

9. Approve and submit for payment all bills related to the assisted living community on a current and timely basis.

10. Assist in details and coordination of move-in of assisted living residents. Periodically review each resident's status and ability to perform under the terms and conditions of the Residency Agreement. Exercise professional judgment in determining each resident's suitability and placement for transfer to an environment appropriate for their mental and physical condition.

11. Serve as a contact person for members of each resident's family. Exercise professional judgment in assessing and effectively communicating any changes in resident's behavior or physical condition in a timely fashion and accurately and completely document all such changes.

12. Develop a high level of proficiency with all business software directed by Paradigm Senior Living for the purposes of accurate care assessment, management and billings to residents and their families. Maintain the system-databases on a routine basis.

13. Make best efforts to ensure that the facility is operating within compliance of all applicable rules and regulations, company policies, and best standards of practice for assisted living.

14. Make best efforts to make certain that the facility is in a perpetual state of readiness for surveys and inspections by any and all relevant regulatory agencies, the goal being deficiency free surveys.

15. Accurately prepare in a timely fashion for review by PSL all follow up reports, plans of correction, and responses to all survey results. Personally supervise the implementation and ongoing effectiveness of all corrective measures.
16. Cooperate and effectively interact with the Assisted Living Resident Council.

17. Recruit, hire, supervise, train, discipline and terminate the staff of the facility and be responsible for ensuring staff compliance with the Personnel Manual, Operating Policy and Procedures, review respective job descriptions and quality and production standards set by Management of facility and Paradigm Senior Living. Ensure that the time records of all staff are complete and accurate and submitted by each staff member on a timely basis for further submittal to Central Accounting.

18. Periodically and routinely review (90-day, 6 months, annually) and evaluate employee performance, schedule training and make adjustments, with Paradigm Senior Living’s approval, as necessary.

19. Exercise professional judgment and carefully adhere to all written standards, personnel administration policies and procedures. Accurately and completely document all matters related to personnel administration for every employee of the property.

20. Delegate authority to Team Leaders and subordinates. Delegation of authority must be of a reasonable nature and acceptable to Paradigm Senior Living’s management plan. The nature of the assignment and its outcome is considered secondary. The General Manager obligation is always considered primary.

SECONDARY RESPONSIBILITIES

21. Under the direction PSL, devote a meaningful percentage of assigned hours at the facility to occupancy development (OD) responsibilities.

22. To be available and fully prepared to discuss with prospective assisted living residents, the facilities and services of the facility during assigned working hours, and at such other times as may be requested by prospective residents and ensure appropriate follow-up with such prospective residents.

23. Cooperate fully with the occupancy development plan of the facility including active involvement, cooperation and assisting other members of the development and operations staff with access to Paradigm Senior Living staff for support and assistance, to effectuate maximum occupancy development results.

24. Provide appropriate follow-up to all inquiries made by prospective residents concerning the assisted living facility.

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25. Be actively involved with the local community for the purpose of promoting the image and reputation of the assisted living community and the overall property to ensure familiarity with local community resources, which may improve the services provided by the property to its residents.

26. Supervise and provide the leadership for the occupancy development plan of the property including cooperation and assisting other members of the occupancy development and operations staff to create maximum marketing results.

27. Under the direction of Paradigm Senior Living, organize, coordinate, and monitor the full array of communication channels: advertising, direct mail, endorsements, referrals, public relations programs and events. The media program should efficiently maximize lead generation.

28. Must be proficient with and demonstrate continual improvement in “hands on” use of Computer based CRM (Customer Relationship Management) database software (data input, storage, retrieval, and reporting), MS Word, and other applications used by The Company to maintain and track leads and manage sales and marketing activities, and communicate effectively with prospects, referral sources, and other team members.

**ADDITIONAL RESPONSIBILITIES**

29. Present a professional demeanor that communicates to prospective residents the corporate philosophy of service, good will and interest in their unique needs.

30. Conduct yourself and the business at all times so as not to detract from, or to reflect adversely on the reputation of the property and after the termination of your employment, not to defame or disparage the property or Paradigm Senior Living’s business or projects, or its officers, nor engage in any unfair trade practices toward the aforesaid companies.

31. Participate in all training programs offered by Employer.

32. Treat as confidential any information about the customers and personnel of the facility and Paradigm Senior Living, or their business, products, techniques, methods, systems, price books, advertising, plans and policies. Employee will not, during his or her employment, or at any time thereafter, disclose such information, in whole or in part, to any person, firm, or corporation for any reason or purpose whatsoever.

33. Perform all other such tasks as may be required from time-to-time by an officer of Paradigm Senior Living.

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EDUCATIONAL / PROFESSIONAL / PERSONAL QUALIFICATIONS

1. Must have and maintain in good standing a valid Administrators Certification for the State of Colorado. Must possess continuous and consistent demonstrated interest in and knowledge about the elderly and their needs and the competency to meet those needs on a consistent basis.

2. An interest in and willingness to learn and a demonstrated initiative in developing skills in caring for the elderly consistent with the philosophy and policies of the community.

3. Demonstrate loyalty to this community.

4. Possess leadership qualities and supervisory skills.

5. Be a positive and cooperative team player with peers and subordinates.

6. Demonstrate ability to appropriately delegate responsibility with necessary authority, without relinquishing his/her overall responsibility and accountability for the delegated task.

7. Demonstrate ability to identify problems in a timely manner, develop effective resolutions to those problems, and ensure implementation of the proposed resolution, confirm results and revise as necessary.

8. A minimum of three (3) years prior experience in a senior management position with an operating Senior Living Community or related business.


PHYSICAL, MENTAL, AND SENSORY REQUIREMENTS

Primary physical requirements:

- Lift up to 10 lbs: Frequently required when lifting resident medical files and supplies weighing approximately 5 to 10 lbs.
- Reach above shoulder height: Occasionally may occur when reaching for items on shelves.
- Reach at shoulder height: Frequently required when reaching for items / supplies on shelves.
• Reach below shoulder height: Occasionally may occur when reaching for supplies or information in drawers.

• Push / Pull: Occasionally may occur if medicine cart needs moving. Typically rolls easily over carpet or tile, weighing approximately 200 lbs.

**Hand Manipulation:**

• Grasping: Constantly grasping pen/pencil when documenting, ordering, taking orders.

• Handling: Constantly handling pen/pencil, paper, answering phone.

• Fingering: If needed, may need to use a computer, answering telephone.

• Controls and Equipment: Fax machine, copier, and other office / medical equipment

**Other Physical Considerations:**

• Twisting: Occasionally may occur when reaching for files, supplies or equipment.

• Bending: Frequently required when reaching for files, supplies or equipment.

• During an eight (8) hour day employee is required to:

  Total Hours

  Sit 6.5 Stand 1.0 Walk .5

**Work Surface:**

Varies for carpeting, linoleum, or tile.

**Cognitive and Sensory Requirements:**

1. Talking: Necessary for communicating with others. Must be able to speak English fluently.

2. Hearing: Necessary for taking instructions from a physician and supervisors. Must be able to read and write English fluently.

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3. Sight: Necessary for doing job effectively and correctly. Must be able to read English fluently.

**SUMMARY OF OCCUPATIONAL EXPOSURES**

*Bloodborne Pathogens*

Tasks and procedures performed by employee involve risks classified by the CDC as:

1. **Category I** - Direct contact with blood or other bodily fluids to which universal precautions apply.
2. **Category II** - Activity performed without blood exposure, but exposure may occur in emergency.
3. **Category III** – Task / activity does not entail predictable or unpredictable exposure to blood.

**OTHER CONSIDERATIONS AND ON-GOING REQUIREMENTS**

The employee must be able to tolerate a high pace of activity that is typical for an assisted living community and be at least 21 years of age, or older.

A manager must have completed an approved administrator course consisting of at least 30 hours, as required by Colorado Department of Public Health and Environment assisted living regulations.

Any person commencing service as an administrator July 1, 1993, shall meet the minimum education, training, and experience requirements in one of the following ways:

(A) successful completion of a program approved by the Department pursuant to Section 1.103 (6); or

(B) documented previous job related experience or related education equivalent to successful completion of such program. The Department may require additional training to ensure that all the required components of the training curriculum are met.

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