

Responsibilities:

- To assist in the establishment and achievement of Element's operational short-term and long-term objectives to maximize financial returns;
- To work with Sales & Marketing to develop & execute effective sales plans to drive traffic, sales conversion and grow the business;
- To attain targeted resident satisfaction & employee engagement scores;
- To ensure the efficient management of site level labour;
- To contribute to the overall growth and development of the business through participating in a continuous improvement environment;
- To be responsible for the development, management, and achievement of the annual operating and capital budgets;
- To be responsible for preparing your people for ongoing change and articulating the vision for the company as a whole;
- To ensure clarity, understanding and commitment from all stakeholders;
- To ensure all rents and ancillary revenues are optimized;
- To plan, staff, and supervise all assigned work unit activities through subordinate managers to ensure a cohesive operational unit;
- To provide advice, guidance, and direction to subordinate managers toward their professional development;
- To coordinate & confer with professional staff to resolve operating problems, and authorize department operational procedures within corporate framework;
- To capitalize on all potential opportunities to cross-sell and up-sell existing clients;
- To support the provincial retirement operator's association in the promotion of a viable sector;
- To participate as required in all labour/ collective agreement meetings;
- To manage provincial legislative requirements from a variety of regulatory bodies;
- To embody the corporate vision, mission and values;
- To participate on corporate cross functional team projects where required;
- To uphold and promote the organization's values and vision;
- To perform additional assignments as required.

Customer Focus:

Ensuring that the customer perspective is a driving force behind business decisions and activities; crafting and implementing service practices that meet customers' and own organization's needs.

Key Actions

- Seeks to understand customer - Actively seeks information to understand customer circumstances, problems, expectations, and needs.
- Identifies customer service issues - Identifies breakdowns in internal processes and systems that directly impact customer service and retention; expresses concerns to others.
- Creates customer-focused practices - Uses understanding of customer needs to institute systems,

processes, and procedures to ensure customer satisfaction and to prevent service issues from occurring.

- Assures customer satisfaction - Makes sure that customer solutions, practices, and procedures are carried out and achieve their objectives.

Continuous Improvement:

Originating action to improve existing conditions, systems, structures and processes; identifying improvement opportunities, generating ideas, and implementing solutions.

Key Actions

- Identifies opportunities - Reviews processes to determine any gaps between current outputs and expected requirements.
- Determines causes - Identifies conditions that contribute to gaps or key variances; explores relationships between conditions and outcomes; distinguishes causes from symptoms and identifies primary causes.
- Targets improvement ideas—Generates ideas for solutions; analyzes the potential effect or impact of each solution; selects appropriate solutions.
- Implements improvements—Tests solutions; gathers feedback on effectiveness; reviews impact on baseline measures; modifies solutions as appropriate to ensure effectiveness.
- Liaise with other parts of the organization to share, develop, and initiate industry best practices.

Strategic Decision Making:

Obtaining information and identifying key issues and relationships relevant to achieving a long-range goal or vision; committing to a course of action to accomplish a long-range goal or vision after developing alternatives based on logical assumptions, facts, available resources, constraints, and organizational values.

Key Actions

- Gathers information - Identifies and fills gaps in information required to understand strategic issues.
- Organizes information - Organizes information and data to identify/explain major trends, problems, and causes; compares and combines information to identify underlying issues.
- Evaluates/Selects strategies - Generates and considers options for actions to achieve a long-range goal or vision; develops decision criteria considering factors such as cost, benefits, risks, timing, and buy-in; selects the strategy most likely to succeed.
- Establishes implementation plan - Identifies the key tasks and resources needed to achieve objectives.
- Executes plan - Makes sure strategies are carried out; monitors results and makes adjustments as needed.

Leadership:

Providing feedback, instruction, and development guidance to help others excel in their current or future job responsibilities; planning and supporting the development of individual skills and abilities.

Key Actions

- Clarifies performance - Seeks information and opinions about an individual's current performance as well as long-term development needs.
- Provides timely feedback - Gives timely, specific, and appropriate feedback about performance, development needs, and development progress; reinforces efforts and progress.
- Conveys performance expectations and implications - Communicates high expectations; links performance improvement and skill development to relevant personal and business goals; checks for understanding of and commitment to performance and development goals as well as follow up activities.
- Evaluates skill gaps - Diagnoses gaps in knowledge, experience, skills, and behavior that underlie current and future performance; continually modifies evaluation based on new information.
- Guides development - Provides guidance and positive models to help others develop; seeks suggestions for improving performance; collaboratively creates development plans that include activities targeted to specific goals; leverages environmental supports and removes development barriers; advocates for individual to higher levels of management to create development opportunities.
- Fosters developmental relationships - Helps people feel valued and included in coaching and development discussions by expressing confidence in their ability to excel, maintaining their self-esteem, empathizing, involving them, and disclosing own position.

Leading Change:

Identifying and driving organizational and cultural changes needed to adapt strategically to changing market demands, technology, and internal initiatives; catalyzing new approaches to improve results by transforming organizational culture, systems, or products/services.

Key Actions

- Identifies change opportunities - Proactively recognizes the need for innovation or improvement and initiates efforts to explore alternative solutions.
- Stretches boundaries - Encourages others to question established processes and traditional assumptions; seeks and uses input from diverse sources to generate alternative approaches; promotes experimentation by rewarding early adopters and their progress.
- Catalyzes change - Takes action to improve organizational culture, processes, or products/services; establishes and encourages others to achieve a best practice approach; translates new ideas into concrete action plans.
- Removes barriers and resistance - Strives to understand and break down cultural barriers to change; explains the benefits of change; demonstrates sensitivity to fears about change; helps individuals overcome resistance to change.

Passion for Results:

Driving high standards for individual, team, and organizational accomplishment; tenaciously working to meet or exceed challenging goals; deriving satisfaction from goal achievement and continuous

improvement.

Key Actions

- Creates performance tension - Identifies gaps between current reality and expected business results; sets challenging goals and high performance standards for self and others; initiates action and moves others toward envisioned outcomes.
- Persists to completion - Corrals energy day-to-day to maintain momentum and a sense of urgency toward desired results; continually focuses others on performance gaps; works relentlessly to overcome obstacles; is dissatisfied until results have been achieved.

Contributing to Team Success:

Actively participating as a member of a team to move the team toward the completion of goals.

Key Actions

- Facilitates goal accomplishment – Makes procedural or process suggestions for achieving team goals or performing team functions; provides necessary resources or helps to remove obstacles to help the team accomplish its goals.
- Involves others – Listens to and fully involves others in team decisions and actions; values and uses individual differences and talents.
- Informs others on team – Shares important or relevant information with the team.
- Models commitment – Adheres to the team's expectations and guidelines; fulfills team responsibilities; demonstrates personal commitment to the team.

Compelling Communication:

Clearly and succinctly conveying information and ideas to individuals and groups; communicating in a focused and compelling way that captures and holds others' attention.

Key Actions

- Delivers clear messages - Conveys messages logically, simply, succinctly, and at the right pace; does not digress; is in command of the message.
- Communicates with impact - Captures and holds audience attention; uses forceful and compelling language and tone to stimulate others' thinking and actions; uses vivid analogies and illustrations to create mental images; uses visual aids when appropriate to enhance impact of the message.
- Uses language appropriately - Uses correct grammar and punctuation; uses a format and terminology appropriate to the topic and audience.
- Ensures understanding - Checks audience understanding; presents messages in different ways to enhance their understanding.