

ASSISTED LIVING CAREER PLAYBOOK



Your future in care begins here.



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THE ABCS OF THE ASSISTED LIVING INDUSTRY

Senior living is not just a job, but a passion – a rewarding career with endless possibilities. From working in a five-star dining room, leading activities, leading a community as the Executive Director, supporting the community as the accountant, or keeping the heat and AC running, there is a place for you in the assisted living family. Below are some attributes of assisted living employees:



ACTIVE,
BENEFICIAL,
COMPASSIONATE,
DIVERSE,
ESSENTIAL,
FRIENDLY,
GRATIFYING,
HONORABLE,
INSPIRING, JOYFUL,
KIND, LOVING,
MEANINGFUL,
NURTURING,
OUTSTANDING,
PASSIONATE,
QUALIFIED,
REWARDING,
SKILLED, TRAINED,
USEFUL, VALUED,
WELCOMING,
XENODOCHIAL,
YEARNING,
ZEALOUS

This guide **highlights some of the employment positions available within Virginia's assisted living communities.** Some positions may have assistant roles, such as administrators or manager positions. Please note the terminology and benefits for each position may also be based on specific employers and regions. Each position is crucial to the operation of the assisted living community in positively impacting and enhancing the quality of life of the residents, and each position can lead to promising careers that make a difference in the lives of others. The specific job requirements, qualification criteria, and benefits will vary with each employer.

Salary and hourly rates listed are derived from publicly available information and are not guaranteed rates. Rates will vary based on employer with consideration of multiple factors including but not limited to employee's education and experience, resident capacity of the community, and location.

Educational and occupational requirements listed are common requirements from employers. Some of the occupational requirements listed are based on regulations. Requirements from specific employers may vary from those listed in this guide.

CONTACT A SENIOR LIVING COMMUNITY FOR SPECIFIC EMPLOYMENT OPPORTUNITIES



EDUCATIONAL TRAINING & RESOURCES



Some of the professions in assisted living communities require specific credentials or additional education and training. The requirements vary based on applicable regulations and company policies. There are many resources to help individuals discover career requirements and pathways, including grant opportunities and apprenticeship programs. Listed below are some of the workforce and educational resources provided in Virginia.

Virginia Assisted Living Association (VALA)

- Administrator-In-Training (AIT) Information: www.valainfo.org/ait%20preceptor%20info
- Resources to Become a Licensed Assisted Living Facility Administrator: www.valainfo.org//Files/Resources/Workforce/ALFA%20AIT%20Preparation%20Resources.pdf
- Education and Events: www.valainfo.org/calendar_list.asp

Argentum: www.argentum.org

- Senior Living Career Center
- Workforce Reports

American Job Centers: www.careeronestop.org

Virginia Board of Nursing Education Programs:

www.dhp.virginia.gov/Boards/Nursing/EducationPrograms/EstablishingMaintainingEducationPrograms

- Pre-Licensure Nursing Education Programs
- Nurse Aide Education Programs
- Medication Aide Education Programs

Virginia Community College System (VCCS): www.vccs.edu

- G3 - Get a Skill, Get a Job, Get Ahead: www.virginiag3.com
- Workforce Credential Grant Program: www.vccs.edu/blog/workforce-credential-grant-program/

Virginia Health Workforce Development Authority:

www.vhwda.org/programs/our-initiatives

Virginia State Council of Higher Education for Virginia (SCHEV):

www.schev.edu

Virginia Works - Department of Workforce Development and Advancement:

www.virginiaworks.gov

- Explore jobs through the Virginia Workforce Connection
- Upcoming Job Fairs
- Access Virginia Works services in person
- Become a Registered Apprentice
- Access some of Virginia's relief programs: 2-1-1 Virginia, Child Care Subsidy Program, Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), Energy Assistance, Medical Assistance, Commodity Supplemental Food Program (CSFP), Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)



JOB



DESCRIPTION



INFORMATION

EMPLOYMENT OPPORTUNITIES



Administrative

- Accountant
- Accounts Payable
- Accounts Receivable
- Administrative Assistant
- Administrator/Executive Director
- Admissions Coordinator
- Bookkeeper
- Business Office Manager
- Human Resources Manager
- Marketing Coordinator
- Regional Director of Operations
- Sales Manager



Healthcare Services

- Certified Nursing Assistant (CNA)
- Charge Nurse
- Director of Nursing
- Health & Wellness Coordinator
- Infection Control Specialist
- Licensed Practical Nurse (LPN)
- Memory Care Program Assistant
- Memory Care Program Coordinator
- Personal Care Coordinator
- Registered Medication Aide
- Registered Nurse (RN)
- Resident Care Coordinator



Facilities Management

- Custodian/Janitor
- IT Security Specialist
- Maintenance Assistant
- Maintenance Supervisor
- Security Officer



Resident Services

- Activities Assistant
- Activities Director
- Cosmetologist
- Community Relations Director
- Driver/Transportation Operator
- Fitness Instructor
- Housekeeper/Laundry Aide
- Life Enrichment Coordinator
- Receptionist
- Resident Program Director



Food Services/Hospitality

- Cook
- Dining Services Manager
- Dining Services Associate/Server
- Dishwasher
- Executive Chef

ADMINISTRATIVE

ACCOUNTANT

This role is a mid-level position responsible for performing routine financial and accounting tasks, preparing reports, maintaining financial records, and ensuring compliance with accounting standards and regulations.

Salary Range: \$54,400 to \$87,087

Average Hourly Rate: \$32

Educational Requirements: Bachelor's degree in accounting, or related field, required. Some employers prefer a master's degree or certifications such as certified public accountant (CPA) or certified management accountant (CMA).

Occupational Requirements:

- Minimum of three to five years of related experience required.
- CPA prepared or licenses highly desired.
- Must be efficient, reliable, team oriented, courteous, and professional.



ACCOUNTS PAYABLE

Oversees the day-to-day management of the accounts payable function ensuring accurate and timely processing of all payments, overseeing accounting staff, and maintaining records; also develops and implements policies and procedures.

Salary Range: \$65,500 to & \$90,000 **Average Hourly Rate:** \$38

Educational Requirements: Associates Degree in Accounting, Business Administration, Finance or other related field from a two-year college or technical school required. Bachelor's Degree is preferred.

Occupational Requirements: Minimum one to three years related experience required. Previous supervisory experience preferred; or equivalent combination of education and experience. Requires strong analytical, organizational, and communication skills.

ACCOUNTS RECEIVABLE

Oversees the day-to-day management of the accounts receivable function. Ensures the accurate and timely processing of all payments ensuring accurate and timely invoice processing, implementing collection strategies, resolving discrepancies, and preparing financial reports to optimize cash flow and minimize overdue accounts.

Salary Range: \$61,044 to \$94,852 **Average Hourly Rate:** \$34

Educational Requirements: Associate's degree in accounting, business or related field from a two-year college or technical school and a minimum of one to three years related experience; or equivalent combination of education and experience; Bachelor's degree preferred. Previous supervisory experience necessary.

Occupational Requirements: Strong leadership, analytical, and communication skills, along with experience in accounting software and a thorough understanding of accounts receivable procedures and financial regulations.



ADMINISTRATIVE ASSISTANT

This role is an entry-level position responsible for providing support of the daily operations of the community. Key responsibilities include performing administrative tasks such as maintaining records, handling correspondence, and serving as the front line contact for customers and guests.

Salary Range: \$35,000 to \$50,000 **Average Hourly Rate:** \$15 to \$25

Educational Requirements: High school diploma or equivalent. Additional education in administration or healthcare is a plus.

Occupational Requirements:

- Strong organizational and multitasking abilities.
- Excellent communication and interpersonal skills
- Proficiency in office software and administrative tools
- Attention to detail and problem-solving skills
- Knowledge in healthcare regulations and assisted living operations is beneficial

ADMINISTRATOR/EXECUTIVE DIRECTOR

The Assisted Living Facility Administrator (ALFA)/Executive Director (ED) manages staff and oversees operations at an assisted living facility. In addition to administrative responsibilities such as budgeting and scheduling, and they ensure compliance with all applicable regulations. The qualifications needed to be an assisted living administrator vary based on state regulations.

Average Salary Range: \$67,374 to \$103,577 (annual) **Average Hourly Rate:** \$41

Educational Requirements: Bachelor's in Healthcare Administration or related field (Preferred)

Occupational Requirements:

- Licensed as an Assisted Living Facility Administrator or Nursing Home Administrator. Licensure is obtained through the Virginia Board of Long-Term Care Administrators.
 - If not licensed as an administrator in another state, licensure applicants will need to complete the Administrator-in-Training program (AIT). The numbers of hours required for the AIT program vary based on education and experience.
 - AIT candidates need a licensed Preceptor to oversee their training.
- After completion of the AIT program, licensure applicants must pass the examination required by the Virginia Board of Long-Term Care Administrators.

ADMISSIONS COORDINATOR

Responsible for assisting patients and their families with completing necessary admission paperwork and ensure it is in appropriate order and filed once completed. Manages the admissions process, ensuring a smooth transition for new residents, coordinating with families and staff, and promoting the facility's services.

Salary Range: \$38,200 to \$60,972 **Average Hourly Rate:** \$23

Educational Requirements: High school diploma or equivalent, Bachelor's Degree in Healthcare Administration or other healthcare related studies preferred. Experience in healthcare sales, marketing, or insurance, along with strong organizational and communication skills, is also highly valued.

Occupational Requirements:

- One year of office or customer service experience in an office setting.
- Healthcare knowledge and experience is a must.
- Excellent computer and communication skills

BOOKKEEPER

Maintains accurate and up-to-date records of a business's financial transactions, including managing accounts payable and receivable, processing payroll, and reconciling bank statements. Strong attention to detail, proficiency in accounting software, and a solid understanding of basic accounting principles, along with good communication and organizational skills are required.

Salary Range: \$40,600 to \$66,425 **Average Hourly Rate:** \$24

Educational Requirements: High School Diploma or GED required; associate's degree or higher preferred in accounting or related field (i.e. business).

Occupational Requirements: A minimum of five (5) years of bookkeeping or relevant experience is preferred. Must have expert level proficiency with financial software. Work effectively with minimal supervision, strong communication skills, and be efficient at completing tasks.

BUSINESS OFFICE MANAGER



Responsible for the direct management and supervision of the business office at a community. Coordinates and oversees the operational processes within the department. Assists in and ensures efficient and effective communication with other departments.

Salary Range: \$63,166 to \$97,300

Average Hourly Rate: \$28

Educational Requirements: Associates degree or equivalent from two-year college or technical school

Occupational Requirements:

- Minimum of one to three years related experience and/or training or equivalent combination of education and experience.
- Previous managerial experience preferred.
- Proficient in knowledge of basic office terminology and processes.
- Competent in office software applications as well as in written and oral communication.
- Must possess excellent organizational skills and multi-tasking abilities.
- Must demonstrate sound judgment in the day-to-day operations and interaction with associates and residents.

HUMAN RESOURCES MANAGER

Responsible for oversight of all aspects of an organization's human resources processes and guidance, including talent acquisition, employee relations, compensation, and benefits, ensuring compliance with labor laws, and aligning HR strategies with business goals. Oversees posting job openings to onboarding new hires, ensuring a smooth and efficient experience for both candidates and internal stakeholders. Also assists with tasks such as managing candidate databases, coordinating interviews, and ensuring a smooth hiring experience for both candidates and internal stakeholders.

Salary Range: \$167,00 to \$211,356 **Average Hourly Rate:** \$56

Educational Requirements: Bachelor's degree in human resources or related field of study required, Master's degree preferred, in areas such as human resources or business administration.

Occupational Requirements:

- A minimum of 8-10 years of related experience having progressively more responsibilities or supervisory experience as a leader in the Human Resources/Human Capital management is preferred.
- This position requires exceptional communication and interpersonal skills
- Thorough knowledge of the principles and best practices of talent acquisition, including applicable federal, state, and local laws.
- Supports workplace diversity, employment law, and benefits administration.
- Knowledge and hands-on experience with employment related software,.
- Ability to establish effective working relationships with employees and the public.
- Must be well organized and detail oriented.

MARKETING COORDINATOR

Marketing Coordinators help develop advertising campaigns by scheduling promotional events, monitoring the sales status of products or services and keeping track of what's popular among consumers. Lead all marketing and sales efforts to achieve occupancy goals, build relationships with referral sources, and promote the community's brand, focusing on seniors and their families.

Salary Range: \$70,000 to \$224,000 **Average Hourly Rate:** \$49

Educational Requirements: A bachelor's degree in marketing, business, or a related field of study is common, experience in senior living or healthcare marketing is often preferred, along with strong leadership and communication skills.

Occupational Requirements:

- Knowledge of marketing and sales strategies
- Comfortable with computer skills such as Outlook, Excel, PowerPoint, and cloud-based database and reporting systems
- Strong background in marketing, ideally with experience in the senior living industry, along with excellent communication, interpersonal, and presentation skills.

REGIONAL DIRECTOR OF OPERATIONS

Responsible for all aspects of the business for their community portfolio; providing leadership, development, execution, business management, and strategy with a focus on the overarching strategic priorities. Attract, retain and develop top talent. Responsibilities include hiring, on-boarding, and development of Executive Directors (ED) and key coordinators, performing comprehensive site visits, providing leadership and operational coaching.

Salary Range: \$94,700 to \$139,800 **Average Hourly Rate:** \$56

Educational Requirements: Bachelor's degree preferred

Occupational Requirements:

- Administrator's License/certification may be required
- Five (5) years management/operational leadership experience
- Supervisory and management experience including hiring staff, coaching, performance management daily operations, disciplinary guidance, and counseling
- Business analytical skills with the ability to link information to action and results
- Willing to travel in geographic area
- Ability to handle multiple and competing priorities
- Ability to delegate assignments to the appropriate individuals based on their skills, roles, and interests.
- Possess written and verbal skills for effective communication and to facilitate group presentations
- Proficiency in computer skills and related senior living applications with the ability to learn new applications

SALES MANAGER

Sales managers direct organizations' sales teams. Responsible for achieving occupancy and revenue goals by developing and implementing sales strategies, building relationships with referral sources, and managing the sales team, while ensuring a positive experience for potential residents and their families. Develop and implement comprehensive sales and marketing plans to achieve occupancy goals.

Salary Range: \$60,000 to \$75,000 **Average Hourly Rate:** \$35

Educational Requirements: Bachelor's degree in a related field of study and experience in sales and senior living.

Occupational Requirements

- Minimum of two (2) years of sales experience required
- Minimum of one (1) year of management experience is required
- Experience in a management or supervisory role, including hiring, coaching, and performance management, is essential.
- Familiarity with the senior living industry, including assisted living, memory care, and related services, is highly valued.

FACILITY OPERATIONS/ MAINTENANCE

CUSTODIAN/JANITOR

Sweeps, dusts, scrubs and mops rooms, corridors, washrooms and toilets. Washes floors, walls, windows and furniture; cleans tables and sinks. Polishes floors, furniture and metal work. Vacuums carpets. Sets up tables and chairs, carries and delivers supplies and materials. Empties waste baskets and disposes of refuse. Other duties as requested by the management and residents.

Salary Range: \$32,772 to \$41,444 **Average Hourly Rate:** \$14 to \$19

Educational Requirements: High school diploma or equivalent; many employers prioritize on-the-job training and experience in cleaning and maintenance in lieu of formal education.

Occupational Requirements: Successful candidates must have a strong attention to detail, ability to work well both independently and as part of a team. General knowledge of cleaning materials and methods. Ability to perform moderately heavy manual labor. Ability to interact positively with residents, staff, administration and immediate associates.

IT SECURITY SPECIALIST

IT security specialists focuses on protecting sensitive data and ensuring compliance with regulations to prevent breaches, taps, and leaks associated with cybercrime. Responsible for overseeing the facility's IT infrastructure, while also ensuring compliance with relevant regulations and industry best practices. Conducts regular security audits and vulnerability assessments. Oversees technical connections for staff and residents.

Salary Range: \$74,580 to \$92,558

Educational Requirements: Bachelor's degree in a related field like computer science, cybersecurity, or information technology is generally required, with some positions potentially needing a master's degree.

Occupational Requirements:

- General knowledge of security concepts such as access controls, identity management, data classification and loss prevention
- Extensive understanding of security technical controls
- Seven (7) years of IT infrastructure experience
- Ability to balance security with end user productivity for technical controls
- Scripting ability in popular information systems platforms
- Strong communication skills (verbal, written, presentation, interpersonal)
- Strong skills in decision-making, prioritization and negotiation

MAINTENANCE ASSISTANT

Responsible for providing general upkeep and maintenance at the property to which they are assigned; performs general, often basic, custodial and maintenance tasks. This is an entry level position that can evolve into higher levels of responsibility and increased pay.

Salary Range: \$37,585 to \$68,265 **Average Hourly Rate:** \$17

Educational Requirements: High School diploma or GED

Occupational Requirements: Entry level position, general maintenance experience preferred. Must not be on the Denied Participation list issued by the U.S. Department of Housing & Urban Development.

MAINTENANCE SUPERVISOR

The Maintenance Supervisor is primarily focused on maintaining responsibility for all maintenance and housekeeping functions within an assisted living facility. This person is expected to have a hands-on role in the overall operations of this facility as well as dealing with administrative functions.

Salary Range: Up to \$69-88K

Educational Requirements: High School diploma/GED required; Bachelor's Degree Preferred. At least 1 year of supervisor experience.

Occupational Requirements: Understands the practices surrounding proper handling of biohazardous waste. Familiar with emergency procedures if chemicals are misused. Demonstrates the interest and ability to learn new skills and techniques as needed. Demonstrates proper usage of chemicals and equipment.

SECURITY OFFICER

Security officers ensure the safety and security of designated assets, personnel, properties, and visitors.

Salary Range: \$31,700 to \$41,639 **Average Hourly Rate:** \$17

Educational Requirements: High School diploma or equivalent (GED)

Occupational Requirements

- Ability to safely operate security vehicles
- Ability to work with computer systems
- Additional responsibilities contingent on employer's needs



FOOD SERVICES/HOSPITALITY

COOK



Responsible for preparing quality meals for residents, under direction of the dietary manager. Cooks are involved in direct food preparation and ensure dietary regulations and standards are being met daily. Also assists in serving food to the residents, helps with clean-up of the kitchen and serving areas, and maintains inventory to ensure sufficient product supply. Perform additional duties as requested by the Director of Dietary Services.

Salary Range: \$27,800 to \$37,200 **Average Hourly Rate:** \$16

Educational Requirements: High school or equivalent preferred.

Occupational Requirements: Minimum of one year's experience in quantity food preparation. Knowledge of food service equipment operating procedures. Ability to operate food service equipment safely and properly.

DINING SERVICES MANAGER

Oversees the food service operations, ensuring residents receive nutritious, safe, and appealing meals while adhering to dietary restrictions and regulations, and managing staff and budgets. Develop and implement menus that meet the nutritional needs and dietary restrictions of residents, considering their preferences and any special requirements. Supervise, train, and evaluate dietary staff, including kitchen staff, dining room staff, and dietary aides

Salary Range: \$47,500 to \$64,820 **Average Hourly Rate:** \$26

Educational Requirements: High school or equivalent (GED) required. An associate's or bachelor's degree in nutrition, food service management or related field; also completion of a ANFP-approved dietary manager training program. Two years of institutional food service management experience and graduation from an approved course are also acceptable to qualify as a candidate

Occupational Requirements: Strong organizational and leadership skills. Excellent communication skills. Proficiency in using food service software is also preferred.

DINING SERVICES ASSOCIATE/SERVER

Responsible for preparing quality meals for residents, under direction of the dietary manager. Cooks are involved in direct food preparation and ensure dietary regulations and standards are being met daily. Also assists in serving food to the residents, helps with clean-up of the kitchen and serving areas, and maintains inventory to ensure sufficient product supply. Perform additional duties as requested by the Director of Dietary Services.

Salary Range: \$27,800 to \$37,200
Average Hourly Rate: \$16

Educational Requirements: High school or equivalent preferred.

Occupational Requirements: Minimum of one year's experience in quantity food preparation. Knowledge of food service equipment operating procedures. Ability to operate food service equipment safely and properly.



DISHWASHER

Maintains a clean and sanitary kitchen and dining area, including operating dishwashing and cleaning equipment, as well as assisting with general kitchen tasks while adhering to food safety standards.

Salary Range: \$25,350 to \$34,309 **Average Hourly Rate:** \$14

Educational Requirements: High school diploma or equivalent is preferred

Occupational Requirements:

- Prior restaurant or dishwashing experience is preferred, but not required.
- Ability to stand and walk for extended periods, reach, stoop, and lift.
- Ability to work effectively in a team environment.
- Food handler certification may be needed depending on the company.

EXECUTIVE CHEF

Responsible for enhancing the overall resident experience through the provision of exceptional oversight and culinary training. Oversee all kitchen operations, including menu planning, food preparation, and staff management, ensuring high-quality food and a safe, sanitary environment, while adhering to budgetary constraints and regulatory standards. Position is under the general guidance of the Executive Director in accordance with community standards, processes, procedures, and practices.

Salary Range: \$80,533 to \$96,590 **Average Hourly Rate:** \$39

Educational Requirements: College or culinary school degree preferred. Combination of education and experience equivalent to graduation from culinary school or any other combination of education, training, or experience that provides the required knowledge, skills and abilities.

Occupational Requirements:

- Minimum of three to five years' experience in Food and Beverage and Senior Living experience, required.
- Á La Carte cooking experience required
- Experience hiring, managing, and scheduling a large team for efficient food service operations
- Front of House experience and/or management highly preferred.
- Ability to obtain any government (Federal or State) required license or certificate for assisted living.
- ServSafe certified, required.



HEALTHCARE SERVICES

CNA - CERTIFIED NURSING ASSISTANT

Provides direct, person-centered care to residents, such as support with activities of daily living (ADLs). CNAs typically work under the supervision of the Director of Nursing or the ALF's Administrator/Executive Director. They also perform duties such as assisting a patient with moving from place to place, taking and recording vital signs, performing basic nursing procedures, and supporting patients with activities applicable to daily living. CNAs may expand their role in healthcare even further by receiving an Advanced CNA license; many CNAs use this opportunity as a entry into the healthcare field.

Salary Range: \$33,700 to \$46,600 **Average Hourly Rate:** \$20

Educational Requirements:

- Completion of a nurse aide education program approved by the Virginia Board of Nursing
- After completing a nurse aide education program, CNAs must pass the NNAAP (National Nurse Aide Assessment Program) Exam. This exam has two parts: a written test and a skills evaluation.

CHARGE NURSE

Leads and supervises the nursing team for a specific shift or period on a particular unit, coordinating patient care, delegating tasks, and ensuring efficient operations. The purpose of this position is to oversee nursing staff and also provides, as needed, direct nursing care to the residents; also supervises day-to-day nursing activities performed by nursing assistants. This supervision must be in accordance with current federal, state, and local standards, guidelines, and regulations, as well as directives of the community.

Salary Range: \$93,186 to \$111,568 **Average Hourly Rate:** \$41

Educational Requirements: Must possess, as a minimum, a Nursing Degree from an accredited college or university, or be a graduate of an approved LPN/RN program. Must possess a current, unencumbered, active license to practice as an LPN/RN in the State of Virginia.

Occupational Requirements: Must be able to speak, write, and understand the English language. Must possess the ability to make independent decisions when required. Must possess the ability to deal diplomatically with staff, residents, family members, visitors, government agencies/personnel, and the general public. Must be knowledgeable of nursing and medical practices and procedures, as well as laws, regulations, and guidelines that pertain to long-term care. Must possess leadership and supervisory ability and the willingness to work harmoniously with and supervise other personnel. Must possess the ability to plan, organize, develop, implement, and interpret the programs, goals, objectives, policies and procedures necessary for providing quality care. Must have patience, tact, and compassion when engaging with challenging residents. Ensure compliance with safety standards and organizational regulations.

DIRECTOR OF NURSING

Oversees all nursing services in a facility, acting as a leader and liaison between nursing staff and upper management. They are responsible for ensuring high-quality patient care, managing nursing staff, and developing new policies.

Salary Range: \$82,300 to \$149,704 **Average Hourly Rate:** \$52

Educational Requirements: Bachelor of Science in Nursing and Licensure as a Registered Nurse (RN). Master's of Science in Nursing or Health Administration may be required as well, based on the organization.

Occupational Requirements:

- Requires significant critical care and operations management experience, and a strong understanding of skilled nursing standards of care.
- Must possess proficiency with interpreting federal and state regulations including Medicare, Medicaid, and Managed Care reimbursement rules.
- Relevant experience, and strong leadership skills. Soft skills like communication, empathy, and conflict resolution are crucial for effectively managing staff and providing resident care

HEALTH & WELLNESS COORDINATOR

Promotes resident well-being by planning, organizing, and implementing health and wellness programs, while also ensuring quality care and medication management. Works with caregivers to ensure the principles of assisted living and culture are integrated into all aspects of resident care. Communicate proactively and effectively with residents/families to enhance their engagement. Ensure residents receive medications/treatments as prescribed by their physician. Coordinate health care services with external care providers and physicians to ensure resident needs are met. Coordinate and facilitate health and fitness activities, including fitness classes, health screenings, and wellness events. Make recommendations to the RNC for quality external care providers in the community.

Salary Range: \$40,000 to \$60,000 **Average Hourly Rate:** \$20

Educational Requirements:

- LPN or RN license.
- Willing to take additional training or education, which specific states may require.
- CPR and First Aid certifications are required.
- Ability to handle multiple priorities.
- Possess written and verbal skills for effective communication.
- Competent in organizational and time management skills.
- Demonstrates good judgment, problem-solving, and decision-making skills.

INFECTION CONTROL SPECIALIST

Focuses on preventing and managing infections within the community. This role is crucial for maintaining the health and safety of residents, staff, and visitors. Will monitor infection rates and investigate outbreaks. Must be able to collaborate with healthcare providers to ensure compliance with regulations.

Salary Range: \$60,000 to \$80,000

Educational Requirements: High school diploma or equivalent; many employers prioritize on-the-job training and experience in infection control and prevention. Employers may require specific employment certifications relevant to infection prevention and control.

Occupational Requirements: Must have a strong knowledge of infection control principles and practices. Strong communication and training skills. Ability to analyze data and report findings. May require on-call availability during outbreaks or emergencies.

LICENSED PRACTICAL NURSE (LPN)

Provides basic patient care under the supervision of registered nurses (RNs), doctors, and other healthcare providers, focusing on tasks such as taking vital signs, administering medications, and assisting with daily activities of residents. LPNs are supervised by an RN and may work in a residence, hospital, or nursing home. They might perform such tasks as taking and recording vital signs, monitoring patients' reaction to treatments, assisting with daily hygiene, and administering medications and performing wound care and treatments. LPNs typically have a narrower scope of practice than RNs, focusing on task-oriented duties under supervision.

Salary Range: \$44,800 to \$60,900

Average Hourly Rate: \$25

Educational Requirements:

- Completion of a Practical Nursing Program, approved by the Virginia Board of Nursing.
- After completion of a LPN program, you must apply online for licensure through the Virginia Board of Nursing.
- Once your application is reviewed, the Board of Nursing will authorize you to take the NCLEX-PN Exam (National Council Licensure Examination – Practical Nursing).



MEMORY CARE PROGRAM ASSISTANT

Responsible for supporting programming that supports best quality of life practices for memory care residents, promoting engagement and well-being; works under the direction of the Memory Care Program Coordinator. Identify and share resident success stories and best practices to improve quality of service provided. Assist with accurate assessments of each resident to identify goals and needs in the resident's plan of care. Conduct individual and group life enrichment programs. Meet with residents on a regular basis to encourage programming participation.

Salary Range: \$30,000 to \$40,000 **Average Hourly Rate:** \$14 to \$19

Educational Requirements: Candidates should have experience in senior resident services and activities for seniors with Alzheimer's and other Memory Care needs. Previous life enrichment experience in a senior living community setting preferred. Strong verbal and written communications skills as well as excellent organization and interpersonal skills are required. Should have basic computer skills and use Windows 98 and basic office suite software. Occasional travel required.

MEMORY CARE PROGRAM COORDINATOR

Plans, implements, and oversees programs for residents with memory loss, ensuring a safe and enriching environment while collaborating with staff and families to meet individual needs and promote well-being; also manages the work of memory care assistants in the community. Will design therapeutic activities to meet resident care needs of residents with memory impairment. Activities will be engaging for social interaction and one-on-one stimulation as needed. Memory care or dementia care experience required. Must have excellent organizational and customer interaction skills.

Salary Range: \$44,293 to \$73,845 **Average Hourly Rate:** \$23

Educational Requirements: Bachelor's degree in a related field (healthcare, social work, gerontology). A master's may be required in some organizations.

Occupational Requirements:

- Ability to demonstrate company competencies and values.
- Three to five year's related experience and/or training, or a combination of education and experience.



PERSONAL CARE COORDINATOR

Acts as a central point of contact for patients and their families, ensuring smooth and coordinated care by managing appointments, communicating with healthcare providers, and addressing patient needs and concerns. Performs a variety of casework duties and provides case management services to patients, families, and designated caregivers. Must develop, participate and monitor multidisciplinary collaboration of services to patients where appropriate.

Salary Range: \$38,200 to \$51,500 **Average Hourly Rate:** \$22

Educational Requirements: Bachelors Degree in Health and Human Services preferred; however, although a formal degree isn't always mandatory, experience in healthcare or customer service is often preferred.

Occupational Requirements:

- Long Term Care 1 year
- Medicaid 1 year
- Health and Care Planning 1 year

REGISTERED MEDICATION AIDE (RMA)

The primary role of a Registered Medication Aide is to administer medications to residents as authorized by the Virginia Board of Nursing.

Salary Range: \$39,826 to \$48,579 **Average Hourly Rate:** \$19

Educational Requirements: High School diploma/GED required

Occupational Requirements: Must be credentialed with the Virginia Board of Nursing as a Registered Medication Aide. Must have and maintain CPR and First Aid certifications



REGISTERED NURSE (RN)

Provides and coordinates patient care, educates patients and the public about health conditions, and provides advice and emotional support to patients and their families, working in diverse healthcare settings. RNs provide direct treatment to patients, overseeing their wellbeing on a day-to-day basis. They work directly with physicians and other healthcare providers to ensure every patient receives the highest level of care. RNs are tasked with providing advanced nursing procedures, more so than an LPN or CNA. RNs administer prescribed medications and treatments, manage plans for the care of each patient, and oversee other healthcare personnel. RNs work in a variety of settings, such as assisted living communities, schools, day care centers, long-term care facilities, case management companies, occupational health clinics, medical practices, and behavioral health settings.

Salary Range: \$64,900 to \$129,876 **Average Hourly Rate:** \$37

Educational Requirements:

- Completion of a Registered Nurse Education Program.
- You must then submit an online application to take the NCLEX-RN exam through the Virginia Board of Nursing.
- Once the Board of Nursing approves your application, you must pass the NCLEX-RN Exam.

Occupational Requirements: Requires a diverse skill set, encompassing technical and interpersonal abilities, including patient care, critical thinking, communication, problem solving, and adaptability. Empathy, compassion, and patience are essential.

RESIDENT CARE COORDINATOR

The Resident Care Coordinator is responsible to ensure residents' needs are met in assisted living or nursing facilities by overseeing care plans, coordinating staff, and acting as a liaison between residents, families, and healthcare providers. This role coordinates care plans, conducts assessments, and follows up with medical providers as needed. Additionally, this role encourages residents' socialization, maximizes residents' abilities, promoting residents' safety and sense of purpose.

Salary Range: \$47,664 to \$72,856 **Average Hourly Rate:** \$24

Educational Requirements: Minimum of a High School diploma or equivalent; some employers may prefer a Bachelor's degree in a related field.

Occupational Requirements: Experience in long-term care facilities, certifications in areas such as CPR/First Aid, and direct care experience, such as work as a CNA or home health aide.

RESIDENT SERVICES

ACTIVITIES ASSISTANT



In an assisted living facility, an activities assistant plays a vital role in enhancing residents' well-being by planning, organizing, and facilitating a variety of activities that cater to their social, emotional, cognitive, and physical needs.

Salary Range: \$33,254 to \$41,000 **Average Hourly Rate:** \$16

Educational Requirements: A bachelor's degree in therapeutic recreation, recreation studies, or a related field is often preferred, but not always required. Relevant experience may be considered in lieu of a degree.

Occupational Requirements:

- One (1) year job related experience preferred in senior living communities
- Ability to lead activities and motivate volunteers and fellow team members for their involvement in the social events and various scheduled social activities
- Possess written and verbal skills for effective communication and the ability to facilitate small group presentations
- Competent in organizational, time management skills
- Demonstrates good judgment, problem solving and decision making skills
- Ability to make responsible choices and decisions and act in a resident's best interest
- Ability to work semi-independently without direct supervision by following community procedures and guidelines and have the ability to follow through on assigned tasks
- Demonstration of proficiency in computer skills, Microsoft Office (Windows, Outlook, Excel) and Sunrise applications with the ability to learn new applications

ACTIVITIES DIRECTOR

An activities director is a licensed healthcare professional who creates enrichment activities for participants or residents of a specific program or facility, usually within a nursing home, healthcare facility or rehabilitation center. Plans, organizes, and implements a variety of activities to enhance the quality of life, engagement, and socialization of residents, while also ensuring their safety and well-being.

Salary Range: \$37,700 to \$69,399 **Average Hourly Rate:** \$23

Educational Requirements: High school diploma (or equivalent) required, college degree preferred. Prior to or within six months of employment, have successfully completed 40 hours of department-approved training in adult group activities and in recognizing and assessing the activity needs of residents.

Occupational Requirements:

- At least one year of job related supervisory experience preferably in a senior living environment
- Proven ability to train and motivate volunteers and fellow team members to provide the best in quality activity programming
- Maintain all appropriate state level certifications or licenses such as CDL (commercial driver's license)
- Knowledge of local state and federal regulations pertaining to resident care and services
- Proficiency in Microsoft Office (Word, Outlook and Excel) with the ability to learn new applications
- Must be willing to work evenings and weekends to meet the needs of residents and fellow team members

COSMETOLOGIST

Cosmetologists are trained in providing many types of beauty and personal care services, from manicures to brow waxes to makeup applications. Can provide various beauty services to residents, including haircuts, styling, and nail care, often with on-site salons or mobile services.

Salary Range: \$34,000 to \$61,000 **Average Hourly Rate:** \$21

Educational Requirements: Must possess a current license as a Cosmetologist, Barber, or Beautician, obtained after completing a cosmetology program; can also qualify through completion of a Virginia high school cosmetology program.

Occupational Requirements:

- Must provide a high level of customer service
- Must have a working knowledge of sanitization standards for the beauty industry
- Must meet requirements set by the licensing authorities
- Experience working with different hair types and styles necessary

COMMUNITY RELATIONS DIRECTOR

The Community Relations Director is a trusted advisor to potential residents and their families, along with the community at large. The Community Relations Director focuses his/her attention on achieving and maintaining budgeted occupancy, creating public awareness of the community through networking and planning events for hospitals, churches, health professionals and other professional referral sources in the community. The Community Relations Director is responsible for referrals into the community

Salary Range: \$65,000 to \$97,000 **Average Hourly Rate:** \$37

Educational Requirements: High School Diploma or equivalent, Bachelor Degree preferred; experience in a management role is particularly valuable.

Occupational Requirements:

- Two (2) years in the senior living environment preferred
- Proven senior living sales and referral track record
- Strong communication, interpersonal, and organizational skills are crucial, along with experience in customer service, event planning, and community engagement.
- Several years of experience in a related management role, particularly in community relations or sales, are essential for advancement to a director-level position.

DRIVER/TRANSPORTATION OPERATOR

Drivers transport clients to and from destinations on schedule. Drivers also assist residents with any special needs during transportation; such as carrying packages, opening doors, and assisting residents onto and out of the vehicle and to the point of destination.

Salary Range: \$39,284 to \$42,082 **Average Hourly Rate:** \$16

Educational Requirements: Must have applicable licenses and endorsements such as a CDL (commercial driver's license) or chauffeur license in accordance with state and federal regulations and with company policies.

Occupational Requirements:

- Must be knowledgeable of all safety precautions and comply with safety procedures
- Ability to react calmly in emergency situations and be considerate
- Ability to operate a chair lift and secure regular and mechanical wheelchairs and scooters
- Ability to work semi-independently without direct supervision by following all community procedures and the ability to follow through on assigned tasks, and demonstrate initiative.

FITNESS INSTRUCTOR



Fitness instructors lead, instruct, and motivate individuals or groups in exercise activities. Lead and supervise group fitness classes, ensuring a safe and enjoyable environment for residents, while also educating them on proper form and promoting positive fitness levels.

Salary Range: \$24,018 to \$97,159 **Average Hourly Rate:** \$26

Educational Requirements: High school diploma or equivalent, Personal training certification preferred.

Occupational Requirements:

- Ability to provide exceptional customer service skills
- Ability to communicate well with residents, resident families, and community team members
- Ability to use standard office equipment

HOUSEKEEPER/LAUNDRY AIDE

Responsible for maintaining the cleanliness of our community, and ensuring that visitors, residents, families, and team members have a positive impression of the physical environment. Responsible for maintaining a clean and safe environment, including cleaning resident rooms and common areas, assisting with laundry duties (sorting, washing, drying, folding), and ensuring the laundry area is tidy and organized.

Salary Range: \$33,000 to \$42,000 **Average Hourly Rate:** \$16

Occupational Requirements:

- Caring and compassionate attitude
- Possesses the ability to read, write, and communicate in English
- Able to make responsible choices and decisions, and act in the resident's best interest
- Maintaining cleanliness in public areas, ensuring they meet health standards.
- Following established cleaning protocols and safety guidelines, and reporting any maintenance issues.

LIFE ENRICHMENT COORDINATOR

A life enrichment coordinator is a professional who plans and organizes activities for individuals in a community or healthcare setting. Focuses on enhancing residents' quality of life by planning and facilitating activities, social events, and programs that cater to their interests and needs.

Salary Range: \$27,500 to \$40,500 **Average Hourly Rate:** \$16

Educational Requirements: A high school diploma or equivalent; however, a bachelor's degree in a related field like recreational therapy or gerontology is often preferred

Occupational Requirements:

- knowledge of how to adapt life skills to the cognitive and functional ability of each resident
 - Inspire, motivate and encourage volunteers and fellow team members to motivate and to engage residents in meaningful, purposeful activities throughout the day and evening
 - Ability to make responsible choices, decisions and act in a resident's best interest
 - Ability to work semi-independently
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RECEPTIONIST

Receptionists are responsible for greeting visitors and delivering exceptional customer service assistance. This entails answering calls and fielding them accordingly, addressing visitor questions and needs, and providing an overall welcoming environment.

Salary Range: \$26,325 to \$39,006 **Average Hourly Rate:** \$18

Educational Requirements: High school diploma or equivalent

Occupational Requirements:

- Knowledge of various computer systems, including Word, Excel, and Outlook.
- Patience, and willingness to assist residents, visitors, and team members.
- Friendly, assertive, outgoing, multitasked, and organized.



RESIDENT PROGRAM DIRECTOR

Resident Program Directors supervise and monitor programs to meet the specific needs of each and all residents in order to ensure the residents remain as engaged, healthy and as active as possible. Plans, implements, and supervises programs to enhance resident engagement, well-being, and quality of life, while also managing staff and ensuring compliance.

Salary Range: \$78,300 to \$107,600 **Average Hourly Rate:** \$31

Educational Requirements: A bachelor's degree is often preferred, but relevant experience and certifications can be valuable, and state-specific requirements may apply.

Occupational Requirements:

- Must have a thorough knowledge of social and psychological needs of residents
- Skilled in planning and preparing a variety of exercise, social, recreational and educational events
- Ability to provide continuous evaluation of the quality and consistency of activities for residents and adjusts, corrections, and changes as needed



SENIOR LIVING COMMON ACRONYMS

Many of the professions utilize industry related acronyms in job postings, job descriptions, and general terminology. Listed below are some of the more commonly used acronyms in senior living that may help an applicant prepare for an employment opportunity.

ADLs - Activities of Daily Living

AL - Assisted Living

ALF - Assisted Living Facility

BON - Board of Nursing

CCRC - Continuing Care Retirement Community

CNA - Certified Nursing Assistant

DHP - Department of Health Professions

DME - Durable Medical Equipment

DNR - Do Not Resuscitate

DON - Director of Nursing

DSS - Department of Social Services

Dx - Diagnosis

H&P - History and Physical

HHA - Home Health Aide

IADLs - Instrumental Activities of Daily Living

IDT - Interdisciplinary Team

IL - Independent Living

LPN - Licensed Practical Nurse

LTC - Long-Term Care

MC - Memory Care

MD - Medical Doctor

MSW - Master of Social Work

NF - Nursing Facility

NP - Nurse Practitioner

OT - Occupational Therapy

PCA - Personal Care Aide

PCP - Primary Care Physician

POA - Power of Attorney

PT - Physical Therapy

RMA - Registered Medication Aide

RN - Registered Nurse

Rx - Prescription

SNF - Skilled Nursing Facility

Tx - Treatment

VDH - Virginia Department of Health

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