



Position: Senior Sales Lead, Post-Acute & Long-Term Care Sector

Location: Remote (US-based)

Type: Contractor with Part-Time to Full-Time hours and occasional travel

Compensation: Up to \$6,000/month base + 10% commission on new business acquired, commensurate with hours and experience

Organization: Ceca Foundation (501c3 Nonprofit)

Make a Legacy-Level Impact in the Senior Care Industry

Are you a seasoned sales professional with a passion for the **post-acute or long-term care** space and a proven track record of success? Do you believe in the power of recognition to transform workplace culture and improve care quality? Join **Ceca Foundation**, a nationally recognized nonprofit organization dedicated to celebrating care workers and enriching the culture of care across Skilled Nursing, Assisted Living, Continuing Care Retirement Communities (CCRCs) and other care centers.

Ceca Background

Ceca is a mission-driven 501(c)(3) organization with a nationally awarded Caregiver Recognition Program designed specifically for care communities. Our employee recognition platform and full-service program offering uplifts individual team members, builds morale, fosters teamwork, and helps our partner communities strengthen employee retention and engagement—all while building a culture of gratitude that reinforces their mission and values.

We partner with care providers who are looking to drive measurable improvements in employee satisfaction, resident experience and care outcomes. Our proven track record makes us a valued and highly respected partner in the industry.

Position Description

We're seeking an energized and motivated salesperson to join our growing team and **lead external sales efforts focused on multi-location skilled nursing and senior living providers**. This individual will own the business development lifecycle—from lead generation to closing—and be a key ambassador of our mission.

You'll work closely with Ceca's existing network of strategic and distribution partners in building relationships and engaging C-suite and executive leadership across the country.

This position reports to Ceca's COO but will collaborate with both the CEO and Director of Partner Development.

What You'll Do

- Lead generation by identifying, engaging, and cultivating relationships with executives (CEO, COO, CNO, HR leaders, etc.) across SNFs, ALs, and CCRCs
- Lead cultivation through consultative sales conversations focused on culture, recognition, and staff retention
- Drive revenue growth through both new business and expansion opportunities
- Help guide Ceca's overall sales and marketing strategy, including collaborative activities such as budgeting, projections and presentations to the Board of Directors
- Collaborate with our internal team to tailor proposals that align with client mission and goals
- Leverage your own existing contacts and network, in addition to building out new contacts and relationships, to drive meetings and proposals

Ideal Candidate

- Minimum of 2+ years of *proven* sales success in B2B sales or business development, ideally in an offering for the senior living or healthcare space
- Self-starter with a demonstrated ability to open doors and close deals
- Ability to travel on occasion inside of the US to conferences or to advance business conversations, as deemed appropriate
- *Extensive rolodex of executive-level contacts in multi-site senior care networks*
- Passionate about improving the lives of caregivers and the people they serve

What We Offer

- Competitive base salary up to \$6,000/month + 10% commission of new business acquired, commensurate with hours worked and experience level
- A flexible and supportive remote work environment
- A chance to shape the growth of a nationally recognized recognition platform
- The opportunity to be part of something meaningful, with measurable social impact

Ready to make an impact that matters?

Email your resume and a short cover letter to marketing@cecafoundation.org with the subject line: **“Senior Sales Lead Application – [Your Name]”**

Join us in celebrating those who care—and help us expand our reach to the communities that need it most.