



An exciting career opportunity exists for an experienced Director of Marketing and Membership to join our team.

ABOUT EAGLE CREEK

Eagle Creek located in Naples Florida is a hidden gem situated on 300 acres of natural beauty between Marco Island and downtown Naples. Our Club features an 18-hole champion golf course, seven Har-Tru tennis courts, three bocce courts, a state-of-the-art Fitness Complex that offers spa services, strength training machines, modern cardio equipment, group exercise classes, and resort style pool. The club offers several dining options for our members. The gated community has 460 residences and homeowners are required to have either a Golf Equity or a Social Equity Membership.

SUMMARY

The Marketing and Membership Director oversees all membership activity. Develops and executes a marketing strategy and budget to attract new like-minded members to the Club and the Community. Holds prospective member functions, including but not limited to Open Houses, Educational Meetings, Networking events etc. Partners with the Chamber of Commerce, Real Estate Agents and other local community organizations to network and market the club.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Oversee all membership activity as it relates to member enrollment, retention, resignation, membership transfers and By-Laws.
- Develops marketing and collateral material to promote the Club and generate home/membership sales.
- Develop and implement comprehensive marketing strategies to enhance the Club's brand and image.
- Ensures that communications and brand image align with the Club's culture and quality standards.
- Develop and maintain brand guidelines to be applied club-wide across all communication materials.
- Collaborate with internal departments to align marketing efforts with overall club offerings.
- Collaborate with internal teams to uphold brand standards in various club activities and events.
- Stays abreast of industry trends in membership, marketing, and communications.
- Monitor membership trends and recommend programs, procedures, or policies to achieve annual membership goals.
- Researches the need for on-going sales promotions regarding demographics, market segmentation data, etc.
- Processes new members memberships and responds to all requests regarding potential home sales and memberships.
- Assists prospective members in fulfilling application requirements.
- Conducts orientation program for new members.
- Holds prospective member functions. Including but not limited to Open Houses, Educational Meetings, Networking events etc.
- Interacts with local Chamber of Commerce, Real Estate Agents and other community organizations to network and market the club.

- Provide professional and timely information to real estate agents and potential new home buyers, including creation and distribution of marketing and information packets.
- Serves on applicable club committees to assure that members' interests are consistently addressed.
- Conducts tours for prospective members.
- Follows-up on telemarketing efforts, member referrals, leads from staff, catering contracts, newspaper articles, lists, publications, etc.
- Organizes production of membership kits for sales calls, blitzes, and direct mail activities.
- Maintains the club's membership files.
- Manage and coordinate all approved mass mailings, including those related to Board activities.
- Effectively responds to member comments in accordance with club standards, policies, and rules; uses ideas, feedback and suggestions to continuously improve the services provided to members.
- Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained.
- Supervises, hires, trains, schedules and coaches, councils and evaluates the work of Marketing, Membership and Communications staff.
- Maintains membership in outside professional organizations, attends conferences, workshops, and meetings to keep updated of current information and developments in the field.
- Regulate rental portal with listings.
- Gather all rental enquiries to help membership fill available properties.
- Organize excel spreadsheet with all rental charges per year.
- Make rental materials available on website, rental portal, printed in office, and communicated via email.
- All other duties as assigned.

EDUCATION, EXPERIENCE AND JOB REQUIRMENTS

- Bachelor's degree in business, marketing, or related field is preferred.
- 2 years of related experience
- Proficient with computers and software (Word, PowerPoint, Excel, Adobe and graphic software.
- Prior website and app administration experience is preferred.
- The candidate must have strong oral and written communication skills.
- The candidate must have demonstrated skills, knowledge, and experience in the design and execution of membership, marketing, and communications plans.
- Previous Real Estate experience a plus.
- Previous sales experience a plus.
- Experience using Country Club software a plus.
- Ability to promote, sell and build relationships.

SALARY AND BENEFITS

Eagle Creek Golf & Country Club offers a competitive Salary and Bonus/Commission potential. Benefits include 401k with Match, Medical, Dental, Vision, Disability and Life Insurance, Vacation, Holiday Pay, PTO and Complimentary Employee Meals.

TO APPLY

The deadline to apply is April 30, 2024. Professionals who meet or exceed the established criteria are encouraged to submit a cover letter and resume to gm@eaglecreekcc.org.