



Position/Job Title: Director of Membership & Communications

Department: Administrative

Reports To: General Manager

FLSA Status: Exempt

Job Summary:

The Director of Membership & Communications will produce and coordinate the development of communications for the purpose of serving the members through communication and marketing of the club events, programs and services. This will involve working closely with all departments to produce Club communications that are high-quality, complete, accurate, attractive and timely for the Membership. The Director of Membership & Communications designs, creates and manages the Club's newsletters, website, signage, menus, calendars, brochures, emails, social media, videos and more. The Director of Membership & Communications will interact with all Members and Prospective Members.

Essential Duties And Responsibilities:

- Manages The Club At Barefoot Beach Public & Private Websites and Club App
- Assembles, edits, and publishes the monthly Newsletters, Member Emails, Flyers, Weekly Events Eblast, Calendar of Events, and all other informative postings on the website or around The Club.
- Works with all departments to prepare and post website updates, e-blast, flyers, surveys and promotions of Club events.
- Provides editorial direction, writing and proofing of communications and development of all graphics for all departments.
- Designs and coordinates a social media plan with frequent posts to all of The Club At Barefoot Beach's social media outlets.
- Creates digital and print flyers for Club Events and posts them to all display boards and digital screens within The Club.
- Manages event registration setup through the event module and sets all parameters according to event specifications.
- Manage Member website access and troubleshooting for passwords and login credentials.
- Stay abreast of new releases, webinars, updates, and modules for Clubessential related to Club Website or Application.
- Oversee and ensure that Club branding is consistent and assure all club communications follow The Club's branding style.
- Manages distribution of Club Surveys to Membership. Collects and analyzes all data comprised. Compares data to results from previous years to evaluate The Club's standard of "Continuous Improvement".

- Conducts orientation program for new members to assimilate them through Club amenities and ensure they are maximizing their Membership.
- Provides tours to Prospective Members, ensuring all departments are aware. Tracks Prospective Members' from interested to a waiting list applicant.
- Publishes and maintains all Membership information, Member Data and Reports, New Membership Packets, Member Waiting list, And Member Resignation list.
- Serve as a liaison to the Board of Directors and various Club Committees, taking minutes and providing assistance to Club President as needed.
- Develop and Maintain relationships with local realtors within Barefoot Beach and Bonita Springs, to assist in promoting The Club.
- Manages projects as assigned by the General Manager.
- Networks with local organizations as to stay on top of current industry trends.
- Serve as a Team Member of the office operations, answering phones, taking dining and event reservations, assisting with guest registration, and transferring incoming calls to appropriate departments as needed.
- Attends management and staff meetings.

This job description in no way states or implies that these are the only duties to be performed by the employee in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies.

- **Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Responds to requests for service and assistance; Meets commitments.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Team Work** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Supports everyone's efforts to succeed;
- **Financial Acumen** - Works within approved budget; Develops and implements cost saving measures; Conserves organizational resources.
- **Time Management**- Able to complete assigned tasks in a timely and efficient manner; Able to prioritize each task when assigned multiple tasks.
- **Ethics** - Treats people with respect; Inspires the trust of others; Works with integrity and ethically; Upholds The Club Culture and Values as it pertains to our Mission Statement.
- **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- **Safety and Security**-the individual observes safety and security procedures and uses equipment and materials properly.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience

College degree preferred; or two to four years related experience and/or training; or equivalent combination of education and experience.

Computer Skills

To perform this job successfully, an individual should have knowledge of Microsoft Word, Excel, Office, Powerpoint, and Publisher. Individual should have a high level of graphic design skills. Ability to learn Clubessential Software through training and the ability to implement the knowledge obtained through that training.

Language Skills

Ability to read, analyze, and interpret financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

Physical Requirements

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is frequently required to stand. The employee is occasionally required to walk and use hands to finger, handle, or feel. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include Close vision.

Interested professionals are encouraged to contact and submit credentials to:

Dale Moeller

General Manager, The Club At Barefoot Beach

105 Shell Drive, Bonita Springs, FL 34134

dmoeller@theclubatbarefootbeach.com