



Job Title Director of Communications & Marketing

To apply, email: lforney@brokensoundclub.org

Position Summary:

The role requires developing and executing a well-defined communication and marketing strategy to build and strengthen the Club's brand as a leader in the private Club industry. The Director will work with other key members of the Executive Team, Board of Directors, Committees, and cross-functional team members to ensure alignment, execution, and optimization of all marketing programs.

Essential Responsibilities:

- Oversee day-to-day operations of specific year-round communications programs including responding to media inquiries and facilitating media interviews when appropriate.
- Serve as editor for all Club communications materials including newsletters, news releases, online content, program announcements, the annual report, etc.
- Oversee production and distribution of member collateral and support materials including print and digital.
- Development of strategic communications and marketing budget and plan to support the Club's mission, goals, and objectives and to create a visual brand standard that reinforces these initiatives.
- Identify opportunities to support organizational initiatives and develop communications materials and programs to promote and publicize these activities both internally and externally.
- Communicates Club bylaws, rules, policies, hours of operation to members and prospective members.
- Develop and implementation of marketing materials to promote events and activities Club-wide.
- Evaluates and updates all social media communication for current and prospective members to showcase the lifestyle as appropriate.
- Build and foster collaborative relationships with other departments within the organization to stay informed and abreast of new initiatives, products, and services.
- Build and foster long-term working relationships with various resources including media, members of the community, associations, and other organizations.
- Maintains Club status through relationships with Distinguished Clubs of the World, Platinum Clubs of America, America's Top 10 Healthiest Club and Club Resort & Business to ensure Broken Sound remains a nationally recognized premier private country club.

- Resolves day to day member inquiries regarding various Club issues, and policies.
- Development of special event marketing and coordinates related promotional activities including coordinating photographers, videographers, etc.
- Oversees inventory of other club related documents (calendars, directories, etc.)
- Responsible for follow up with other departments to ensure they are conducting required orientations.
- Oversees department and general Club stationary supplies.
- There may be other tasks or duties related to the performance of your position requested of you or by your supervisor from time to time. This job description in no way implies that these are the only duties to be performed by the employee occupying this position. This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.

Qualifications:

- 10+ years of marketing experience, including senior marketing leadership roles within previous organizations.
- A minimum of a four-year degree from a recognized institution (MBA preferred).
- A strong track record of independently and proactively identifying bold and creative new initiatives, building a strong business case for them, and leading their implementation.
- Comfortable working in fast-paced, high-growth environments where multiple projects are ongoing at once, with different timelines and stakeholders (internal and external).
- Experience deploying an annual marketing budget across a variety of different channels and programs, all designed to achieve optimal lead flow and conversion results.
- Strong analytical skills such as data-driven business cases in favor of preferred marketing strategies and tactics can be presented (i.e., Google Analytics).
- Familiarity with best practices and effective marketing techniques in the club or hospitality industry.

Physical Requirements:

The physical demands 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 stand and walk, use hands to handle or feel objects, tools or controls, talk or hear. The employee is occasionally required to sit.

The employee must occasionally lift and /or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

This position description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent 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.

This position description has excluded the marginal functions of the position that are incidental to the performance of essential job duties. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the employee will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, and abilities.

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Employee Signature

Date

Employee Name (Print)

Department Head/Manager