



Naples Heritage Golf & Country Club

Director of Communications and Marketing

About Naples Heritage Golf and Country Club:

Naples Heritage is a casually elegant golf and country club community situated on 550 acres of land in Naples, Florida. With more than 250 acres of preserves, lakes and open space, NHGCC has the lowest density of any community of its type in Naples.

All residential owners are members of the Club, with full golf, racquet sports, pool, social and dining privileges.

Living in Naples Heritage provides a beautiful setting to enjoy a variety of social activities as well as fitness programs.

The Clubhouse award-winning culinary staff offers delicious casual, poolside and white-tablecloth dining options throughout the week. Special events are highlighted with live entertainment and extraordinary food choices. Book Club, Card, and Table game groups meet regularly.

NHGCC members are active both inside and outside the NHGCC community. Club activities throughout the year include Live Dinner Shows, Game Nights, Theme and Holiday Parties, Card and Table Games, Bocce, Book Discussion Groups, and Mah Jong.

Maintaining a healthy lifestyle is a priority for NHGCC members. Trainer-led fitness classes are offered in addition to a full array of individual workout equipment. Tennis, Pickleball and Bocce have dedicated outdoor spaces with covered gathering areas. Our new fitness center comes equipped with top-of-the-line Precor strength equipment as well as a wide assortment of cardio equipment. Naples Heritage offers over 40 group exercise classes including Indoor Cycling, Yoga and water aerobics. A very active racquet association, led by a team of the racquet professional and NHGCC members, organizes leagues, clinics, lessons, and other events during the season.

Naples Heritage has a long history of commitment to supporting its members and staff. Our members and staff share camaraderie, strongly support the Club and together form a vibrant community unlike any other in southwest Florida.

Click here to learn more about NHGCC [Home - Naples Heritage Golf and Country Club](#)

Naples Heritage Golf and Country Club Offers:

Community

- Established in 1997 as a Bundled and Gated Community.
- Over 550 acres of land, 252 acres of which are Florida natural preserves.
- A total of 799 units: 101 Single Family Homes; 140 Villas; 288 Verandas and 270 Terraces.
- Governed by a nine-member Board of Trustees, each elected to three-year, staggered terms.

Clubhouse

- 28,000+ total square feet.
- Multiple gathering, dining and meeting areas.
- Interior renovated in 2017.

Golf Course

- An 18 hole, par 72 course designed by master architect Gordon Lewis with 6,603 in total yardages.
- Ten different tees to choose from to accommodate all levels of golfers.
- A well-stocked pro-shop and all golf carts have the latest GPS.
- Renovated Driving Range and Putting Green (2022)
- Certified Audubon Cooperative Sanctuary Golf Course

Amenities

- State of the Art Fitness Facility (2020).
- Resort style Pool with expanded pool deck.
- Spa and three Satellite Community Pools.
- Palm Terrace, outdoor, pool-side dining (2020).
- Six contiguous Har-Tru Tennis Courts with a Tennis Pavilion (2020).
- Four Pickleball Courts resurfaced in 2023.
- Two Bocce Courts.

Well-qualified Candidates for this position:

Whether you're an experienced professional looking for a new challenge or a rising star with potential and energy to embrace a new growth opportunity, if you meet our basic qualifications, we encourage you to apply for this position.

Naples Heritage needs someone who can help us improve our communications, shape our brand and promote our image and values both within and outside the gates of our wonderful community. Can you embody our vision and have it guide and inspire your work? Can you blend your talents with those of our energetic crew of professionals and work together as a strong, collaborative team towards our shared goals? Can you put our members' needs and experience first and have them guide your approach to every aspect of your work? We're looking for just the right combination of expertise, dedication, creativity, enthusiasm and humility to join us in our daily mission to provide our members and guests with an outstanding experience. It presents a unique opportunity for setting the standard for excellence in communications and marketing in a residential resort community.

This is a new position on our Club leadership team and we want to fill it immediately. If you're genuinely interested in joining us and we feel the same about you, please be able to provide evidence and/or examples of your previous work products or a portfolio demonstrating your writing, design and composition skills when we meet for an initial interview.

Overview - Director of Communications and Marketing Position:

The Director of Communications and Marketing works for the General Manager to develop and implement both internal and external communication strategies. This full-time, exempt position is a key member of the Naples Heritage Golf & Country Club leadership team. The Director collaborates with other NHGCC Directors and staff to ensure all communications reflect the Club's brand, culture, and values. This role oversees the creation and distribution of written, digital, and visual content, ensuring consistency, clarity and quality across all platforms. The Director leads brand development efforts and supports the Club's strategic goals through innovation, efficiency, and high communication standards.

Essential Duties and Responsibilities:

Communications

- Create and manage an organized process for producing and disseminating internal and external communications including the website, social media, digital signage, emails, and notifications.
- Design and produce professional quality communications such as newsletters, e-blasts, social media content, website updates, printed materials, menus, flyers, signage, and member notices.

- Coordinate with all departments to ensure consistent messaging and visual identity across platforms.
- Develop compelling content (written, visual, web, digital) with an integrated communications approach.
- Maintain and update all collateral materials as Club programs and offerings evolve.
- Coordinate public relations activities and media outreach.
- Write, edit, and design Club publications with particular attention to accuracy, clarity and consistency.
- Maintain and evolve the Club's digital strategy including public/private websites and social platforms.
- Support department heads in keeping all marketing materials, social content, and app communications current and relevant to the Club members.
- Develop and manage project timelines and content calendars.
- Responsible for Club photography and videography for Club events, staff features, and media content; manage digital asset cataloging.
- Track and analyze communication and campaign performance metrics (e.g., open rates, engagement, web traffic).

Branding and Marketing

- Develop and implement the Naples Heritage brand in alignment with the Club's mission, vision, and values.
- Develop and maintain all branded marketing materials, including new and prospective member pieces, signage, email templates, and promotional content.
- Collaborate with the Long Range Planning committee on brand and communication goals.
- Strategically plan and execute internal and external marketing initiatives.
- Apply for awards and accolades on behalf of the Club with GM approval.
- Oversee website content, updates, member interface/touchpoints and troubleshooting in coordination with Jonas Club Software and department heads.
- Prioritize website development and maintenance efforts to deliver a member-focused, user-friendly experience for our members.
- Be able to anticipate, understand and adopt emerging trends in successful club operations.

Member Relations

- Attend Club events to gather content and support member engagement.
- Integrate into community activities to develop and maintain a trusting relationship with our members. Know and be known by our members.
- Greet and support members and guests in a warm, professional manner.

- Partner with the Board, Committees, and staff to promote a positive member experience and Club culture.
- Assist with phone calls and member inquiries when needed.

Education and Experience:

- Bachelor's degree in Communications, Marketing, Public Relations, or related field preferred; relevant experience may be considered in lieu of a degree.
- Experience in a private club or hospitality environment preferred.
- Proficiency in design software such as Adobe InDesign, Canva, or similar platforms.
- Proficiency in Microsoft Office suite applications is required.
- Familiarity with website development and content management systems.
- Familiarity with Jonas Club Software Management App and the ClubHouse Online Mobile App is preferred.
- Demonstrated success in developing and implementing marketing strategies.
- Basic knowledge of InDesign and publication systems.

Competencies:

- Strong interpersonal and communication skills across all media.
- Up-to-date knowledge of digital marketing trends and regional competitors.
- Demonstrate sound judgment and ability to adapt messaging across personality types and platforms.
- Must be able to work independently and collaboratively with other NHGCC staff and Club members.
- Must be able to support users of varying technical backgrounds and skill levels and competently resolve issues.
- Excellent writing, editing, and proofreading skills and command of the English language.
- Effective interpersonal and networking skills.
- Creative, high-energy, and outgoing personality.
- Strong organizational skills with exceptional attention to detail.
- Be well-organized, able to prioritize work, manage time efficiently and follow through on commitments.
- Demonstrate a professional demeanor and a gracious, service-oriented attitude.
- Possess a problem-solving mindset and proactively identify improvements.

Working Conditions and Physical Requirements:

- Sit and/or stand for extended periods.
- Talk and hear clearly in person and via phone.
- Use hands for office equipment operation.

- Work in a professional office environment in the NHGCC Main Office, Naples, FL.
- Demonstrate prompt and regular attendance.
- Attend occasional evening and weekend events.
- Multitask under pressure and maintain a positive demeanor with staff and members.
- Ability to lift up to 30 pounds.
- Walk, stand, reach, stoop, kneel, and use repetitive movements.
- Perform first aid/CPR if required.
- Valid driver's license required.

Reports to: General Manager

Salary and Benefits: Salary is open and commensurate with experience. Health, dental, and vision insurance, long-term and short-term disability (LTD/STD), and 401(k) plan participation.

How to Apply

Please submit your resume and cover letter to Tim Richards, General Manager/COO by email at timr@nhgcc.com. Resumes will be accepted through July 11th. Interviews will begin on July 18th.

Naples Heritage Golf & Country Club is an Equal Opportunity Employer and a drug/tobacco-free workplace. Pre-employment drug testing is required. We participate in the US E-Verify program. Reasonable accommodation may be provided upon request. This announcement describes the general nature and level of work performed; other duties may be assigned as needed.