

## **Job Overview: Director of Lifestyle and Events**

The Director of Lifestyle and Events is responsible for the successful planning, coordination, and management of all Club Member Lifestyle events, clubs within the club, and non-member events. This role involves creating diverse events that appeal to members and their families, as well as consulting with non-member clients to host a variety of events. The Director works closely with the General Manager, Director of F&B, and Director of Membership to ensure the event calendar runs smoothly and is optimized for all types of events.

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### **Key Responsibilities:**

#### **1. Event Planning & Coordination:**

- Develop event concepts, themes, and objectives in collaboration with the General Manager and Designated Chairs.
- Design and execute a diverse calendar of events catering to the interests of members and guests
- Collaborate with external partners, vendors, and member committees to enhance lifestyle experiences and create engaging programs.
- Assist in the planning and coordination of non-member events, including weddings, business meetings, conferences, and charity events.

#### **2. Budget Management & Contract Negotiations:**

- Manage event budgets and ensure proper financial controls are in place to meet established budgets.
- Negotiate contracts with vendors, entertainment firms, and other third-party providers.
- Oversee cost control measures and ensure profitability while maintaining high standards of service.

#### **3. Member Engagement:**

- Provide direction and support to designated event chairs to ensure maximum member engagement.
- Foster member involvement in event planning to enhance event success and ensure optimum attendance.
- Serve as a key liaison with members, ensuring their needs are met in event planning and execution.

#### **4. Marketing & Promotion:**

- Develop and implement event marketing plans to ensure high attendance and engagement from members and guests.
- Utilize various communication channels, including the Club website, mobile app, newsletters, and social media, to market events.
- Ensure consistent branding and messaging across all marketing materials for events and lifestyle initiatives.

#### **5. Event Design & Consultation:**

- Consult with members and clients on event design, pricing, features, dates, and other essential event details.

- Coordinate logistics, including décor, menus, audiovisual needs, and event set-up.
  - Work closely with the F&B Director and the Executive Chef to ensure smooth communication and coordination of event logistics.
  - 6. Community & Vendor Relations:**
    - Maintain strong community relationships with local retailers, artists, entertainers, and other external partners to enhance the club's offerings.
    - Leverage these relationships to benefit the Club's members, creating unique and exciting event opportunities.
  - 7. Post-Event Evaluation & Reporting:**
    - Evaluate the success of events through feedback and post-event reports.
    - Provide recommendations for improvements for future events based on evaluations and member input.
  - 8. Club Liaison & Decor Coordination:**
    - Serve as the club's liaison for all social activities, ensuring seamless coordination of lifestyle programs.
    - Provide décor options and guidelines to the social Chair and First Mates Chair, as well as members for various member events.
  - 9. Flexible Work Schedule & Member Interaction:**
    - Flexibility to work evenings, weekends, and holidays to attend and/or conduct events.
    - Personally greet and engage with members during special events to maintain strong relationships and positive social engagement.
  - 10. Additional Duties:**
    - Explore new member engagement opportunities by keeping up with current club trends.
    - Complete other assignments as necessary to support the club's mission and member satisfaction.
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## Qualifications:

- **Education:** Bachelor's degree in Event Management, Communications, Hospitality, or a related field, or 5+ years of experience in a hotel or private club environment.
- **Experience:** Minimum of 3-5 years of proven event experience or in a similar role with a portfolio of successful events.
- **Skills:**
  - Strong leadership and team management skills, capable of engaging with a diverse group of individuals.
  - Excellent organizational skills with attention to detail.
  - Ability to work with graphic design programs, word processing software, and other promotional tools.
  - Strong communication skills to effectively manage event teams, vendors, and members.
  - Flexibility to work irregular hours (evenings, weekends, holidays) to accommodate signature Club events.

- Experience with Jonas Software is preferred.
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**Additional Considerations:**

- A proven track record in private club or hotel event management is preferred.
- Ability to think creatively and outside the box to ensure events stand out and engage members.
- Experience managing large-scale events and dealing with high-profile clients.

This role is a leadership position within the club, requiring a dynamic individual who is passionate about curating memorable experiences for members and guests. The Director will play a crucial role in shaping the club's lifestyle offerings and fostering community among members through engaging events and exceptional service.

Apply by submitting your cover letter and resume to:

Alma Lako

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