



Communications and Membership Manager

Loblolly is an exclusive, invitation only, private club located in Hobe Sound, FL. Loblolly's amenities include one of the top 18-hole golf courses in Florida, a 74 slip, deep water marina, tennis & pickleball, state of the art fitness center, private beach, and a variety of dining options. Currently undergoing 43M dollar in renovation, this position will be central to ensuring member satisfaction. This is a highly visible and exciting role.

Communications Responsibilities:

This position is primarily responsible for conveying all club communications including maintaining and updating the club web site & app, coordinating the development of, and producing the club's monthly newsletter, monthly calendar, weekly activities emails, and other internal and external written communications. Plan and promote the club's social activities with engaging graphics and creative messaging.

Other essential responsibilities include:

- Works closely with all other club departments to ensure that complete, concise information goes to both club members and the staff.
- Create images and videos using Canva, Adobe, and other imaging software.
- Coordinates with other departments to promote major food promotions, golf and racquet events, along with fitness and spa programs throughout the year.
- Oversees and administrates the Loblolly app to ensure functionality, ease of use and timely notifications.
- Take photos and videos of events and activities, along with signature pictures of the club's various properties and amenities.
- Creates high quality printed brochures, marketing materials and flyers for departmental needs and membership.
- Private Club experience preferred but not necessary

Membership Responsibilities:

Loblolly's membership process is a coordinated effort between this position, sponsors, and the Membership Committee. A deep understanding of the club, the culture and members is vital for success in this role.

Other essential responsibilities include:

- Manages the membership application and resignation processes, aiding sponsors and prospective members.
- Provides Club tours to prospective members and special guests.
- Develops and maintains membership statistics, data and other information using Club Essentials.
- Organizes and promotes guest/prospect weekends or events.
- Maintains membership files.
- Works with the Membership Committee to develop programs and on special projects and correspondence.
- Processes requests for Special Guest membership.

Qualifications:

The Communications & Membership Manager must be an excellent storyteller, a good public speaker, and an incredibly strong writer with a proven track record of setting and achieving measurable goals to demonstrate success. This role requires the ability to plan, meet deadlines and understand the needs of our existing and prospective members.

Requirements:

- A 4-year degree in Marketing, Communications, or related field preferred.
- A minimum of 5 years of Public Relations and Communications experience, along with proven and verifiable success.
- Private Club experience preferred but not necessary

Loblolly's positive workplace culture makes it an employer of choice. The club deeply values its employees and fosters an environment of caring, learning, and personal/professional growth. In addition to outstanding compensation, other benefits include:

- Health, Dental, Long and Short-Term Disability, and Life Insurance
- 401K with employer match
- End of season bonus
- Free employee meals during season
- Employee Assistance Program
- Paid time off through vacation, PTO and designated holidays
- Member funded scholarship and financial assistance program

Please send your resume and cover letter to Rhonda Blakey, Director of Human Resources, via email at rblakey@loblollyinfo.com.