

Director of Communications & Marketing, Full-Time

We're hiring a Full-Time Director of Communications & Marketing in Fort Myers, FL

At Troon, we believe our Associates are our greatest strength and competitive advantage. We understand the importance that both strategic and creative marketing initiatives contribute to a company's overall success. Driven by innovation and tracked through proven results, marketing provides immeasurable added value to both members and the company, providing guests and users with a lasting experience of our brand.

Ideal candidates have a genuine passion for media and industry trends. As a Director of Communication & Marketing, you will focus on member & staff relationships, and brand management as part of an Integrated Marketing Strategy for TROON's managed HOA and Private Club property. This includes partnering with Directors to deliver membership and marketing efforts that drive leads and conversions in specific departments. Success in this role is the creative ideation, planning and execution of online and offline club marketing programs that generate leads and conversions through all stages of the member's journey. Previous marketing experience is a requirement for the position.

Ideal candidates have flexible schedules with the ability to work independently, as needed. This includes competitive compensation starting at \$80,000 salary with flexible scheduling available and periodic work-from-home as an option.

For more information on our open opportunities, apply today!

Responsibilities

Management/Leadership

- Manage of marketing strategy and campaign execution for club-wide events, weddings, member relations, etc.
- Make recommendations & create promotional campaigns, events, and other ad hoc requests
- Manage messaging, videos, design, and communication within company brand standards
- Manage the execution of established Club & TROON Marketing processes, policies, and procedures
- Contribute best practices and innovative ideas to the Directors, Staff & Marketing Team
- Manage and lead the transition process for the club's internal communication systems

Planning/Coordination

- Plan and coordinate yearly revenue programs and related communication campaigns in conjunction with the GM or its designee, using internal tracking tools for details, content, and context clarification
- Develop and maintain marketing communication plans, job lists, and calendars

- Communicate with internal subject matter specialists and regional teams via job management system, email, and phone
- Research new methods/opportunities and analyze and review data to create and improve marketing communication to golf course guests
- Introduce new marketing and campaign initiatives to the GM or its designee and provide guidance where needed
- Present campaign ideas and budget to the GM or its designee

Execution

- Partner with GM or its designee to discuss and identify revenue program and communication campaign marketing materials including, but not limited to: broadcast email, website content, social media, advertising, collateral materials, signage, direct mail, and community channel.
- Develop and produce campaigns that meet the course/members needs and budgets
- Liaising with, and act as the link between, the GM or its designee and the Directors by maintaining regular contact with all parties throughout the entire feedback process, ensuring that communication flows effectively on details and expectations of campaigns
- Ensure promotional materials are final and submitted to appropriate vendor (publication, printer, etc.) by coordinating requirements with graphics department; inventory stock; placing orders; verifying receipt
- Assisting in the development of marketing plans to be presented to members and key staff
- Undertaking administrative tasks as they relate to execution of programs and strategies, including, but not limited to invoice approval, tracking shipments, report writing, vendor follow up, etc.
- Arranging and attending both regularly planned and impromptu meetings with GM or its designee, and other marketing and design team members
- Regular and reliable attendance
- Performs other duties as required

Results Management

- Monitoring the effectiveness (ROI) and success of programs and campaigns, presenting these results, and assisting with updating results within the Revenue Playbook, while working closely with the Analytics Team and Digital Marketing Team
- Provide constructive feedback to the GM and Directors regarding campaign implementation and execution

Education and Experience Requirements

- 2 years' work experience in Marketing and Communication or related area
- Sales and Membership experience is a plus
- A two-year degree in marketing, advertising, communications, or related area preferred
- Works well with teams
- Experience in developing and implementing high-quality, successful advertising campaigns

- Ability to build broadcast emails, create video content and update website content using content management system
- Proficient in the use of Microsoft Word, Excel, & Outlook; and internet technologies
- Understanding of basic graphic design concepts, Canva, Must Have Menus
- A good foundation of Adobe InDesign is a plus
- Commercial awareness of and ability to learn the industry
- Ability to work under pressure and meet tight deadlines
- Excellent analytical and numerical skills
- Able to work independently; focus on attention to detail and follow Club & TROON style guidelines
- Organized, customer-focused, reliable and creative
- Possess excellent writing, proofreading, and interpersonal and verbal communication skills
- Proactive and coachable in all aspects of the position

About Fort Myers, FL

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For more information, please visit: www.colonialgolfclub.com.

About Colonial Country Club

Established in 2002, Colonial Country Club has been a premier destination for golf enthusiasts in Fort Myers, FL. With its rich history, championship-caliber course, and commitment to unparalleled service, Colonial Country Club continues to set the standard for excellence in the golfing community. Colonial has also been bestowed with several accolades as of late, including America's Healthiest Clubs by Prevo Health, Top Ranked Culinary and Racquet Operations by Club & Resort Business Magazine, and the AGM Platinum Award for it's Golf Shop.

About Troon

Troon started as one facility in 1990 and has since grown to become the world's largest professional club management company. We offer careers around the world at all levels of golf operations, opportunities for professional development, growth opportunities and a comprehensive benefits package. Our goal is to create extraordinary guest and member experiences through personalized service, consistency, and uncompromising attention to detail. For more information about the Troon Experience, please visit <https://www.troon.com/>.

Interested candidates may send resumes directly to rpodley@troon.com