



Director of Marketing & Communications Job Description

FLSA: Salary, Exempt

CLASSIFICATION: Full-time, year-round

REPORTS TO: General Manager

GENERAL SUMMARY:

The Director of Marketing & Communications is a full-time, exempt team Member at Club Pelican Bay, reporting directly to the General Manager. This position is responsible for leading the Club's marketing and communications strategy, ensuring that all messaging and visual identity reflect the Club's culture and brand consistently. The Director will focus on creating engaging experiences for Club Members through impactful graphic design, promotional materials, website content, and mobile app management. The role also serves as the liaison between the Club and the third-party IT Managed Services Provider (MSP) to ensure smooth IT operations. The Director plays a critical role in driving Member engagement and contributing to the Club's long-term growth through strategic and effective marketing efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Define and implement processes for the development, review, and distribution of all internal and external communication channels, including the website, digital signage, emails, notifications, and printed materials.
- Lead the design and creation of branded materials for all Club activities, including event flyers, dining menus, promotional materials, and signage to maintain a consistent and professional visual identity.
- Oversee and manage the Club's website content, including the Club Calendar, Member resources, and general updates, ensuring that information is accurate, engaging, and easily accessible to Members.

ADDITIONAL DUTIES AND RESPONSIBILITIES:

- Manage the content of the Club's mobile app, ensuring it is regularly updated with relevant information about events, services, and important Club notices.
- Collaborate with department heads and committees to create targeted marketing strategies that encourage Member participation and engagement in Club events and activities.
- Oversee the creation of all marketing collateral, including brochures, flyers, event invitations, newsletters, and email templates, all designed to enhance the Member experience and encourage participation.
- Ensure that all communications reflect the Club's values, tone, and branding, shaping a cohesive and engaging narrative that resonates with Members.
- Lead photography and videography efforts, ensuring high-quality visual content that supports marketing and Member engagement.
- Act as the liaison between the Club and the third-party IT Managed Services Provider (MSP), coordinating technical needs and troubleshooting issues as they arise.
- Develop and execute strategic marketing campaigns that promote Member events and activities, helping to drive attendance and Member involvement.
- Work with department heads to ensure all Club materials, including the website, app, and printed resources, are up-to-date with relevant, Member-centric content.
- Collaborate with the Communications and IT Committee to align marketing strategies with the Club's long-term goals for Member engagement and overall brand growth.
- Produce the annual Club Calendar and quarterly Club Newsletter, ensuring timely delivery and meaningful content for Members.
- Lead the design and promotion of special events, creating promotional materials such as flyers, signage, and other print materials that drive Member participation.
- Contribute to the enhancement of the digital strategy by managing the development and maintenance of the Club's website and mobile app, ensuring they are optimized for Member experience.
- Support the integration of Member management software (i.e., Clubessential) to streamline communications and ensure a seamless Member experience.
- Contribute to special projects as requested by the General Manager.

EDUCATIONAL AND EXPERIENCE:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- 5+ years of professional experience in marketing and communications, with a focus on graphic design, content creation, and engagement-driven strategies.
- Previous experience working in a club setting or similar Membership-based organization is preferred.
- Expertise in graphic design, with proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva.

- Proven experience with website content management systems and mobile app management.
- Familiarity with Club management software (e.g., Clubessential, Jonas, or similar software) is highly desired.
- Strong ability to develop and execute marketing strategies that enhance Member engagement and participation in Club events.
- Experience creating marketing collateral, including flyers, menus, promotional materials, and digital content.
- Exceptional writing, editing, and proofreading skills, with a focus on creating engaging content that connects with Club Members.
- Strong creativity, with an eye for design aesthetics and the ability to tell a compelling story visually.
- Ability to manage multiple projects simultaneously with strong organizational skills and a focus on detail.
- Excellent interpersonal skills and a collaborative approach to working with teams and departments.
- A commitment to enhancing the Member experience through strategic and thoughtful marketing efforts
- Must exhibit a “can-do” attitude to solve problems productively. Develop and propose solutions to the issues that occur. Anticipate the needs of others and react appropriately.

WORKING CONDITIONS AND PHYSICAL REQUIREMENTS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties and responsibilities of this position.

- Employee is regularly required to stand and/or sit for long hours.
- Must be able to talk and hear in person and by telephone.
- Must use hands to operate, finger, handle, or feel office equipment.
- Must reach with hands and arms.
- Work is performed in a professional office setting utilizing telephone, computer and other office equipment.
- While performing duties of this class, the employee is regularly required to work on multiple concurrent tasks with interruptions, read and interpret documents and information, use oral communication skills; interact with Club Pelican Bay employees, Membership, the general public, and others encountered in the course of work.
- Ability to perform first aid and CPR while utilizing emergency equipment.
- Move or lift objects up to 30 pounds.
- Must be able to climb, crawl, reach, stoop, kneel, crouch, crawl, push or pull.
- Communication, to include: reading, hearing, and talking with employees and Members.
- Must have close, distance, peripheral, and color vision along with the ability to adjust focus.
- Must have a valid driver's license.

Club Pelican Bay is an Equal Opportunity Employer and offers opportunities to all candidates, including those with disabilities. All qualified candidates/employees will receive consideration for employment without regard to that individual's age, race, color, religion or creed, national origin or ancestry, sex, pregnancy, sexual orientation, gender, gender identity, physical or mental disability, veteran status, genetic information, ethnicity, citizenship, or any other characteristic protected by law. If you need reasonable accommodation to assist with your application and/or to perform the essential duties and responsibilities, please reach out to the Director of Human Resources.

Club Pelican Bay is a drug-free workplace. Pre-employment drug testing is required.

The statements above are intended to describe the general nature and level of work being performed by people assigned to this job. They do not constitute an employment agreement between the employer and team Member; other duties may be assigned as the needs of the employer and requirements of the job change for the company's overall benefit.

Qualified applicants may send their cover letter and resume to KTorgersen@Clubpelicanbay.com.