



JOB POSTING

POSITION TITLE: Communications & Member Services Manager
REPORTS TO: Director of Membership and Marketing
Supervises: Front Desk Staff
CLASSIFICATION: Full-time, Exempt

Founded in 1947, Coral Ridge Yacht Club is a member-owned private Club located in Southeast Florida. With just under 500 active and engaged members, our club is almost complete with an exciting multi-year transformation and modernization to meet the growing needs of our member base and ensure we maintain our best-in-class status and reputation. The Club was recognized as one of the Top 30 Yacht Clubs in America in 2023-2024 by Platinum Clubs of America. We offer:

- Several dining options in our newly renovated 30,000 sq ft. Clubhouse
- Resort-style swimming pool.
- 56-slip marina
- Fitness center with classes
- Sailing
- Frequent special events for adults and families
- Reoccurring interest-based clubs like Wine Club, Auxiliary, Book Club, Dance, CRYC Fit Club, and much more
- And proudly coming this spring:
 - The Pointe, an 8,000-square-foot outdoor dining facility
 - Grab-n-go market.
 - Pickleball court

Coral Ridge Yacht Club stands out as a welcoming, best-in-class workplace in South Florida. The Club boasts a vibrant and inclusive community, fostering a positive and supportive environment for both employees and members alike. The commitment to teamwork and camaraderie creates a sense of belonging that contributes to a fulfilling work experience. Additionally, the Club's commitment to excellence is reflected in its high standards of service, providing employees with the opportunity to develop valuable skills and enhance their professional growth. The picturesque waterfront setting creates a pleasant and inspiring workplace atmosphere. Moreover, Coral Ridge Yacht Club places a strong emphasis on employee well-being, offering competitive benefits and fostering a healthy work-life balance. The dedication to creating an enriching work environment, combined with the unique charm of the location, makes Coral Ridge Yacht Club an outstanding choice for those seeking a rewarding and enjoyable work experience in the hospitality and leisure industry.

The mission of the Coral Ridge Yacht Club is to provide our diverse membership a high-quality private Club experience, rich with opportunities to engage in social, dining, yachting, and recreational activities, distinguished by modern amenities, in a friendly, welcoming environment.

Summary

The **Communications & Member Services Manager** will be responsible for the overall operation of the Front Desk department, the marketing of Club events and activities, the development and production of the Club's newsletter, and assisting with maintaining the Club's website and other internal and external communication outlets. The manager is expected to be part of the teamwork culture and enthusiastic about assuring that the wants and needs of the Members and guests are consistently exceeded. This position reports directly to the Director of Membership and Marketing.

Essential Functions

- a) Maintain and update the Club website, Facebook, Instagram, LinkedIn, and other social media outlets daily.
- b) Develop and coordinate the Club's publicity efforts, focusing on brand recognition and values.
- c) Coordinate with writers, editors, and others who assist with the Club's newsletter.
- d) Write, compose, or edit all Club magazine and newsletter articles.
- e) Collect, organize, and submit all copies for production on a timely basis.
- f) Proofs contents for corrections and changes; responsible for design and layout of page format and cover design.
- g) Collaborate with the Director of Membership and General Manager to write clear, concise, and engaging articles that align with the Club's tone and message.
- h) Recommend departmental budget needs; ensure budget goals are met.
- i) Establish and create print materials for all aspects of the Club, menus, and in-house signage.
- j) Supervise the development of the Club's communications program.
- k) Oversee all direct mailings, including composition, design, and printing.
- l) Oversee taking photos and video content at selected holidays and Club events.
- m) Create and maintain a photo library of all Club events in a shared drive.
- n) Create flyers, signs, and promotional materials for displays and mailings.
- o) Work with department heads to determine content needs.
- p) Maintains and promotes the Club's website content and usage for Members and staff.
- q) Responsible for updating and accuracy of the calendar of events and e-mail blasts to Members.
- r) Distribute and tally Member surveys.
- s) Develop e-mail promotions and mailings with guidance from the Director of Membership/Marketing and General Manager.
- t) Use social media, Member website/app, texting, and push notifications to communicate with and advertise special events to members.
- u) Responsible for videography and editing of all Club videos.
- v) Work with the Food & Beverage Department on daily specials and upcoming event reservation format.
- w) Attend weekly as requested.
- x) Assist the Food & Beverage Department with Club floor plans and registration guidelines.
- y) Provide administrative support to the Membership Services office and draft correspondence to members and non-members to support the Communications Department.
- z) Assist with Yacht Shop purchasing, displays, counting, and entering inventory.
- aa) Responsible for Annual Meeting Mailers and other voting mailings.
- bb) Responsible for securing offsite CPA for special voting occasions.
- cc) Responsible for the annual distribution of parking decals and membership cards.
- dd) Stay current on trends and technology to ensure smooth and effective communication with Members and Staff.
- ee) Assist new employees with onboarding information.
- ff) Responsible for the Yacht Shop digital catalog, online store, and holiday mailer.

- gg) Resolve any Northstar, Virtual Guard, App, or website issues.
- hh) Onboarding and consistent coaching of Front Desk Team members.
- ii) Develop & implement SOP for consistency in day-to-day operations and streamline member experience.
- jj) Maintain a smooth-running front desk department.
- kk) Assist the Membership Director with tours and Membership requests in their absence.
- ll) Assume responsibilities and role of the front desk as needed.
- mm) Provide quality service to all members and staff.
- nn) Perform all other tasks and projects as assigned.

Qualifications

- A. An undergraduate degree is required, with a concentration in English, Communications, Liberal Arts, or Graphic design preferred.
- B. A minimum of two years of website content management experience is required.
- C. A minimum of two years of customer service experience is required.
- D. Demonstrated proficiency with English grammar and possesses skills in news-style writing, feature writing, copywriting, proofreading, and editing required.
- E. Knowledge and familiarity with editing standards, including *The Chicago Manual of Style* and the *Associated Press Stylebook* required.
- F. Demonstrated experience with computer graphics software, including Canva, In-Design, Illustrator, Photoshop, Vimeo, and Microsoft Publisher.
- G. Demonstrated proficiency with Microsoft Office (Word, Excel, PowerPoint, etc.) and database programs preferred.
- H. NorthStar experience is a plus.
- I. Ability to create and foster a positive teamwork environment required.
- J. Excellent verbal, written, and social communication and listening skills are required.
- K. Strong customer service skills with a customer service mindset are required.
- L. Knowledge of and ability to perform required roles in emergencies required.
- M. Ability to work a varying schedule based on the Clubs' needs required. This schedule includes nights, weekends, and holidays.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities within reason may change at any time, with or without notice.

Coral Ridge Yacht Club offers an attractive and competitive compensation and benefits package, including medical, dental, vision, PTO, and a 401k Plan with a match. The club also supports professional education.

Interested professionals who meet or exceed the established criteria are encouraged to submit a **Resume and Cover Letter** to:

Nadine D. Rockwell, CCM
 General Manager
 Coral Ridge Yacht Club
 2800 Yacht Club Boulevard
 Fort Lauderdale, FL 33304
nrockwell@cryc.net

Tami Lawlor
 Director of Membership and Marketing
 Coral Ridge Yacht Club
 2800 Yacht Club Boulevard
 Fort Lauderdale 33304
tlawlor@cryc.net