



## WEST BAY CLUB

# Marketing & Communications Director

### **West Bay Club - Estero, Florida**

Nestled in the heart of Estero Bay, near the Gulf of Mexico, West Bay Club is a member-owned gated community and private golf club encompassing nearly 900 acres - 500 of which are dedicated to conservation. The community boasts 790 residences, including estate homes, high-rise condos, and villas, all set amidst lush tropical landscaping and bordering Estero Bay and Gulf of Mexico. West Bay recently underwent a \$40 million renovation of the club amenities and golf course.

Located in the picturesque surroundings of West Bay's community the Bay House facility includes a resort-style pool, state-of-the-art fitness center, spa, culinary academy, card and meeting rooms, and the Aqua Café offering both indoor and outdoor dining. West Bay's tennis facility offers center court viewing on all eight Har-Tru courts. Additionally, the Sports Park offers six pickleball courts, two bocce courts, and a dog park. Residents also enjoy kayaking, canoeing, boating, and fishing all from the West Bay River Park's on-premises dock, featuring a private boat launch and boat storage.

A unique feature of the community is West Bay's private Beach Club, which underwent a complete reconstruction, completed in March 2024. Residents enjoy direct access to their beachfront club along the Gulf of Mexico, complete with a full-service restaurant, valet service, and dedicated beach attendants providing beach service.

Within the community, the West Bay Golf Club is anchored around its 18-hole championship golf course. Designed by esteemed golf course architects Pete and PB Dye, renovated by Fry-Straka, golf enthusiasts seek out West Bay to experience its unique and challenging design. The Golf Club is home to multiple dining venues that range from casual dining including the Niblick Grille and Signature Bar, to fine dining at the Golf House. The club offers a maximum of 300 golf memberships, 150 social memberships, and currently has a wait list. While the club remains open year-round, the peak of member activity is from November through April.

### **About The Position**

The Marketing and Communications Director is a key leadership position responsible for overseeing all marketing and communication efforts for the West Bay Club HOA and Club. This individual will develop and execute innovative strategies to promote the Club's brand, manage all digital and print media, and ensure effective communication with members, residents, and the broader community.

### **Job Responsibilities**

- Maintain and manage the HOA and Club's website, mobile app, and social media platforms, ensuring content is current, engaging, and aligned with the brand.
- Oversee internal and external email communications, crafting compelling messages that resonate with target audiences.

- Develop and execute creative marketing ads and campaigns that enhance West Bay Club's image, drive awareness, and align with the goals of the Sales and Marketing plan.
- Analyze campaign performance metrics to refine strategies and improve engagement.
- Develop, implement, and promote a cohesive brand identity for West Bay Club across all marketing channels and materials.
- Ensure consistent messaging and visuals that reflect West Bay's values and premier status.
- Serve as the staff liaison for the Marketing and Communications Committee.
- Collaborate with committee members to generate ideas and execute projects that support West Bay's strategic goals.
- Design and promote flyers, dining menus, featured specials, social events and other printed materials for all dining venues and amenities.
- Create engaging marketing campaigns to boost participation in HOA and Club events.

### **Education/Experience**

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field, preferred.
- 2+ years of experience in marketing and communications, preferably in the private club industry.
- Strong understanding of digital marketing platforms, including social media, email marketing, and website management such as MembersFirst.
- Proficiency in design software such as Canva or Adobe.
- Exceptional writing and editing skills with attention to detail.

### **West Bay Club offers an attractive and competitive compensation and benefits package to include:**

- Competitive base salary and performance bonus
- Medical, Dental, and Life Insurance coverage
- 401k plan with match
- Employee golf privileges and merchandise discounts
- Meals and other employee incentives
- Professional development allowance
- Paid time off

### **How to Apply**

Please click the link below to apply.

[Marketing & Communications Director position apply here.](#)