



## **Wyndemere Country Club**

**Title: Communications Manager**

**Reports to: Director of Strategic Initiatives**

**Classification: Salaried/Exempt**

**Supervisory Role: No**

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Wyndemere Country Club, located in Naples, Florida, is seeking a dynamic Communications Manager to join our team!

At Wyndemere our employees and management team ensure that daily operations reflect our commitment to both Members and staff, while also focusing on continuously improving our facilities and member offerings.

### **Summary:**

The Communications Manager will produce and coordinate the development of communications for the purpose of serving the members through communication and marketing of the club events, programs, and services. This will involve working closely with all departments to produce Club communications that are of high-quality, complete, accurate, and timely for the membership. The focus of this position is to design, create and manage the Club's newsletters, website, mobile app, weekly/general emails, flyers, event booklet, menu creations, social media, email signatures, photography/videography, digital signage and more. The Communications Manager will enjoy working with a strong management team that is constantly evaluating Club trends and implementing innovative concepts that elevate the Member experience and service levels provided at Wyndemere.

### **Essential Responsibilities, Expectations and Requirements:**

- Ensures Club branding is consistent across all mediums and all Clubs' communications follow strict branding guidelines.
- Maintains the Wyndemere website and all mobile applications ensuring accuracy of information across all departments, activities, events, and operating hours. Provides tutorials for members on website and app functionalities and offers daily assistance to members addressing website and app support issues.
- Coordinates, edits, and disseminates the monthly newsletter and the annual Social Activities booklet.
- Prepares and deploys the Club's weekly email blasts and other various email blasts.
- Creates flyers for all Club events and activities ensuring branding consistency across all departments.
- Works with department heads to prepare and post all website updates, events, e-blasts, surveys, to enhance member engagement and promote participation in Club events.
- Designs and coordinates the Club's Social Media plan with frequent posts to all outlets on a weekly basis.
- Assists with photos and capturing video content of key Club events and daily activities throughout the year.
- Manages photography for the Club's marketing gallery.
- Solicits feedback, conducts surveys, and analyzes data to understand member preferences.
- Acts as the primary Club point of contact for A/V and Media needs. Comfortable dealing with A/V issues and has basic knowledge of livestreaming.
- Provides assistance to managers, as needed, regarding Club website and app.
- Collaborates with members representing various Affinity Groups to develop promotional materials.
- Assists in coordinating the Club Calendar, Board/Committee Calendar, and dining schedule.
- Seeks to remain current with trends and innovation as it relates to ideas, presentations and communicating with the Membership.
- Supports Director of Strategic Initiatives with short and long-range strategic marketing initiatives. Collaborates in preparing the marketing budget.

**Knowledge, Skills and Abilities:**

- Ability to proficiently use Microsoft Office, Adobe Creative Cloud, Shutterstock and Canva. Preferred applications can be negotiated at the time of hire.
- Possess excellent writing, proofreading, and interpersonal and verbal communication skills.
- Must be well-organized, able to prioritize work, manage time effectively, and follow through on commitments.
- Ability to manage deadlines and deliver results in a fast-paced environment. Responds immediately and effectively to member-related comments and concerns.
- Comfortable working in a high volume, fast-paced, rapidly changing, results-oriented work environment.
- Able to think critically and creatively. Willing to work independently as well as collaboratively.
- Understands the necessary adaptability of this position and shares in the willingness to help in all departments. Possess excellent consultative skills and ability to communicate effectively with department heads.
- Proactive and coachable in all aspects of the position.
- Sensitivity in handling confidential information.

**Qualifications**

- Bachelor's degree in communications, marketing, public relations, or equivalent degree with experience in marketing and communications, preferably in a club setting.
- 2+ years of professional experience in marketing/communications.
- Must have strong graphic design skills with software experience in Adobe InDesign, Canva, Photoshop, and Acrobat.
- Experience in developing marketing collateral including brochures, flyers, menus, email templates, and other types of communications.
- Experience with website development and maintenance; Clubessential knowledge is a plus.
- Drone experience and license is a plus, not a requirement.

Wyndemere provides a competitive salary, along with a performance-based bonus program and an excellent benefits package.

*Submit your cover letter and resume to [eperino@wyndemere.com](mailto:eperino@wyndemere.com)*