

Job Description

Position Title: Director –Marketing

Reports to (Position Title): General Manager

Position Overview

This position is responsible for creating and overseeing the delivery of sales & marketing programs and services to the Club, members and guests by leveraging corporate programs, industry best practices and current trends in the marketplace.

Essential Duties & Responsibilities:

- Leads the development and execution of strategic sales & marketing plans that effectively communicate overall Club goals, including strategic directions, key objectives, target segments, strategies, marketing & public relations and Club programs on an ongoing basis.
- Leads the development of all Club related pricing and marketing initiatives including dynamic based pricing strategies.
- Understands and utilizes different revenue opportunities for the Club, including local resorts and clubs, online third-party providers, the local competition and other partnerships or relationships, which offer revenue opportunities.
- Creates sound marketing strategies for food & beverage including catered events, weddings and meetings throughout the year.
- Maintains a thorough understanding of golf operations, tee-sheet maximization, tournament maintenance schedules and group needs and the key vendor relationships and the tools they offer to support and manage goals.
- Participates in the day to day marketing efforts of the Club working closely with the General Manager and other Department Heads.
- Continually researches and analyzes how our brand is positioned in the market and obtains an in-depth understanding of competitor's pricing strategies throughout the year.
- Develops contacts with corporations, local businesses, civic organizations and charity groups to promote the Club.
- Creates partnerships and referral programs with area hotels, ensuring that the Club is kept top of mind with groups and transient guests.
- Maintains the ability to understand golf course inventory during different times of year, allowing the Club to maximize revenues with all round types and golf groups.
- Continually strives to enhance leadership skills by attending industry shows, educational seminars and other learning opportunities.
- Solicits new and existing business to meet/exceed revenue goals. Methods may include, but are not limited to telephone solicitation, presentations, property tours, customer meetings, travel to key markets and written correspondence.
- Responsible for creating and maintaining a thorough group database for the Club, allowing for high quality Customer Relationship Management (CRM) and prompt customer follow-up.
- Represents the Club on appropriate site visits including golf outings, weddings, catered events and potential meetings.
- Utilizes social media outlets such as Facebook and Twitter, to generate awareness for the Club including potential public relations opportunities.
- Provides oversight and assistance with the management of Club websites and search engine marketing campaigns including both golf and food & beverage.
- Effectively communicates sales strategies to key stakeholders.
- Performs other duties as may be assigned by the Company at its discretion from time to time.

Knowledge, Skills, And Abilities

- Excellent verbal and written communication skills.
- Strong analytical skills.
- Strong attention to detail, and exceptional organizational skills.
- Possess a high level of accuracy.
- Ability to handle multiple tasks and projects daily.
- Prior supervisory and management experience.
- Ability to work independently with little or no supervision.
- Excellent interpersonal and sales-related skills.
- Extensive knowledge of Club services and amenities.
- Knowledge of Jonas (or similar) applications is helpful.
- Advanced knowledge of Microsoft Office applications.
- Related experience involving food & beverage and catering sales is preferred
- Ability to work under tight time constraints, handle sensitive data, and multi-task so that deadlines can be met.

- Highly organized and able to prioritize and manage time efficiently with the ability to handle stress in a fast-paced, deadline-driven environment.

Credentials And Experience

- Bachelor's degree (BA) and five years related experience and/or training; or equivalent combination of education and experience.

Physical Demands:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

	Amount of Time			
LIFTING:	Under 1/3	1/3 to 2/3	Over 2/3	N/A
Up to 10 pounds	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Up to 25 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 50 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 100 pounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
More than 100 pounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

	Amount of Time			
	Under 1/3	1/3 to 2/3	Over 2/3	N/A
Stand	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sit	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use hands to finger, handle, or feel	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reach with hands and arms	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Climb or balance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stoop, kneel, crouch, or crawl	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Talk or hear	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	Amount of Time			
WORK ENVIRONMENT:	Under 1/3	1/3 to 2/3	Over 2/3	N/A
Wet or humid conditions (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work near moving mechanical parts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work in high precarious places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fumes or airborne particles	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toxic or airborne particles	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor weather conditions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme Cold	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme Heat	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Risk of electrical shock



Position Type/Expected Hours of Work

This is a full-time position. Days and hours of work will depend on business needs. During season this position will regularly require long hours and frequent weekend/holiday work.

I have read my Job Description and understand the information contained herein. I further understand that this Job Description is not intended and should not be construed as an exhaustive list of all the responsibilities, skills, efforts, or working conditions associated with my job.

Employee

Date

For Human Resources Use Only

Supervisory/Functional Management Requirements – Check Only One Category Below

- _____ None Does not provide work direction or supervision to others
- ___X___ Lead/Supervisor Provides work direction, leadership, and training to a number of employees
- Directly supervises ___1___ (#of) employees
 - Indirectly supervises _____ (# of) employees
 - Supervises an area including: _____
- _____ Manages a function without direct supervision of people (May have budget responsibility)
- _____ Manages one group (supervises _____ (#of) people and has budget responsibility ___(yes) ; _____(no))
- _____ Manages more than one group (supervises other managers & has budget responsibility)

FLSA Status: ☐ Exempt

EEO-1 Category: First/Mid Level Officials & Managers

Approved ☐ Date: