



Communications and Member Relations Manager Deerwood Country Club and Community, Jacksonville, FL 32256

REPORTS TO: Membership Director

JOB SUMMARY:

The Communications and Member Relations Manager is responsible for assisting with administrative and sales support tasks relating to membership, communications and member services. In the absence of Membership Director, the Communications and Member Relations Manager meets with prospects, obtains information, answers questions and gives club tours and completes appropriate follow up.

The Communications and Member Relations Manager creates and internal and external communications at the Club. They work directly with the General Manager, Membership Director and department heads to ensure timely and appropriate communication regarding the benefits and services promised at the time of enrollment to Members.

Because of the fluctuating demands of the Club's operation, it may be necessary that each Employee perform a multitude of different functions; therefore, as an essential part of your job, you will be expected to help others when the occasion arises, just as other Employees are expected to help you. Accordingly, you may be expected to perform other tasks as needed or as directed.

JOB DESCRIPTION AND RESPONSIBILITIES:

1. Responsible for professionally presented communication such as, but not limited to weekly monthly newsletters, e-blasts, social media, website updates, both electronic and printed displays, menus, fliers, cart signs, posters, letters and postcards and any other communication tools to ensure information is consistent and current and ensures consistent with Club branding and image.
2. Responsible for printing and communications for Dining, Golf, Tennis, Fitness and Aquatics Department Brochures and other departments' printing and marketing materials as needed and coordinate to ensure all departments are consistent with company branding. Ensure marketing and event promotional materials are organized and current.

3. Develop and execute a cohesive communications strategy that enhances the awareness of the club's brand and communicates the club's story both to the general public and more importantly, to the club's member community. This effort entails working collaboratively with the management team, club committees and board of governors to maintain professional editorial standards.
4. Work with department heads to identify, complete and implement one unified master club calendar of member events in alignment with the needs and desires of members and guests.
5. Update quarterly and monthly calendars and collateral, as information becomes more relevant and detailed, events should drive usage and retention
6. Maintain and update company website in Club Essentials for all departments (daily/weekly/monthly) throughout the calendar year with six months to one year in advance for yearly occurring events.
7. As directed by the Membership Director (MRD) in the creation, coordination and execution of member events at the club. Attending events and functions meet and greet members at registration, as well as ensure proper execution of events. This will entail working some evenings and weekends.
8. Maintain current membership files, requests, and other membership notices/requirements. Such as maintenance of member database (Jonas and CRM), adding prospects and updating profile information as needed, as well as taking and loading member pictures in Jonas.
9. Creates computer forms, templates and tables. Coordinates or prepares a wide variety of membership reports. Prepares and types memoranda, business cards, letters and reports including labeling and stuffing envelopes for membership and marketing mailings.
10. Assist in process the day to day administration of membership reporting and documentation such as member tracking and changes per the MRD.
11. Maintain and create member collateral and prospect packages.
12. Effectively responds to member comments and requests in accordance with club standards, policies and rules; uses ideas, feedback and suggestions to continuously improve the services provided to members
13. Coordinates the planning and execution of all member meetings with general manager and board. This includes assistance with creation of all materials, agendas, power point presentations, etc.
14. Coordinates board holiday party and meetings of the membership, including arranging for photography of new board members, ordering gifts and plaques.
15. Assists the MRD with coordination regarding media coverage of Deerwood events.

16. Responsible for club photography for staff, club events, newsletters, social media, media and cataloging.
17. Provides administrative support for the General Manager and assists other members of the management team as directed.
18. Ensures the Club is member-ready, at all times.
19. Provides a warm and professional welcome to all members and guests.
20. Answering phones and transferring calls to the correct departments.
21. Assists all department by taking reservations, especially F&B.
22. Operation and knowledge of postage and copy machine.
23. Sorting and distributing mail.
24. Other duties as requested by the Membership Director and General Manager.

MINIMUM QUALIFICATIONS:

- * Bachelor's Degree in Marketing, Public Relations, Communications or Hospitality preferred and/or minimum of four years' experience in a related field.
- * Private Country Club experience preferred.
- * Knowledge of Jonas, Club Essentials/CRM, Microsoft Word, Excel, Outlook, PowerPoint, Publisher and Adobe Suite-InDesign.
- * Excellent oral and written communication skills.
- * Strong organizational skills: time management, attention to detail, ability to self-start.
- * Positive attitude, professional manner and appearance in all situations
- * Able to multi-task and produce high-quality results.
- * This position requires exceptional capability and knowledge of social media tactics, relational and organic optimization, expert understanding of Facebook Developer, Instagram, Snapchat, Hootsuite, Google Business, Analytics, print and relational marketing approaches.
- * Supportive team player: ability to work in cooperatively with other departments, committees and boards to attain club goals
- * Open availability including nights, weekends and some holiday's

BENEFITS:

This position offers a positive work environment and a great benefit package including:

- * Health, Dental, and Vision Insurance
- * 401K Plan with Employer Match
- * Life Insurance/AD&D
- * Employee meal
- * Paid holidays, vacation and sick days

* Golf privileges

* Merchandise discounts

DETAILS: Salary / 40+ hours per week / Open availability required for evenings, weekends and holidays.

Equal Opportunity Employer

Applicant must satisfy a criminal background check, drug screen and have a valid Driver License.