



Job Description – Marketing & Communications Manager

Key Responsibilities of the Marketing & Communications Manager:

- Edit and distribute material for members and community on behalf of Departments, Boards and Committees.
- Design event flyers for an array of member and community events.
- Maintain communication boards and event signage throughout the community.
- Implement a communication plan and maintain lines of communication between Club Departments, Boards and Committees. Meet to outline goals, strategies and tactics for brand awareness and marketing both internally and externally.
- Manage West Bay social media platforms-Facebook, Instagram, Twitter and YouTube and provide consistent, high quality and engaging content.
- Coordinate with Director of Membership to implement new campaigns in various media.
- Compile content, design and distribute a monthly Club newsletter
- Monitor West Bay reviews throughout various platforms to ensure desired brand image.
- Develop and maintain North Star website platform in the following capacities:
 - Update calendars, events, menus, hours of operation, event albums etc.
 - Coordinate, edit and send email communications on behalf of Club Departments, Boards and Committees.
 - Facilitate website usage throughout West Bay and assist with navigation and login credentials.
- Maintain member & community rosters to ensure accurate communication.
- Assist the General Manager in creating, proofing and delivering various professional documents and reports for the Community and Board.

Minimum Qualifications for the Marketing & Communications Manager:

- Bachelor's Degree in Advertising, Marketing, Public Relations, Graphic Design preferred and/or minimum of two years' experience in a related field. Country Club experience preferred.

Other Qualifications:

- Microsoft Office (Publisher, Excel, Outlook, PowerPoint and Word)
- Excellent oral and written communication skills
- Creative with an eye for design
- Strong organizational skills: time management, attention to detail, ability to self-start
- Able to multi-task and produce high-quality results with strict deadlines
- Team player: ability to work cooperatively with other departments, committees and boards to attain club goals.
- Proficient on social media platforms (Facebook, Instagram, Twitter, YouTube)
- Familiarity with Club system software such as North Star is preferred.