



Position: Director of Membership & Marketing

Reports to: General Manager/COO

Supervises: Member Communications & Concierge

The Director of Membership & Marketing is a full-time, exempt senior manager, reporting directly to the GM/COO and will work in partnership with other senior managers and team members. The Director is responsible for attracting, touring, recruiting, and retaining membership at the Club. They will be responsible for implementing and managing the short and long-term brand strategy, including marketing both internally and externally through the creation and distribution of written, digital, and visual communications. The Director works closely with the GM/COO to develop and present status reports and membership data for the Board of Directors and makes recommendations for membership programs. They are responsible for member file input and management in JONAS. Windstar is currently wait-list only, and the Director will manage the resignation process of outgoing members and the assimilation of the waitlist members, in accordance with the club bylaws. The clubhouse is currently under an extensive renovation, reopening in October 2023, and the development of all new collateral to showcase the “new” club will be a high priority.

About Windstar on Naples Bay

We are a member-owned private club located directly on Naples Bay, in the trendy arts district, five minutes from 5th Avenue in downtown Naples. We have 350 full golf members and 250 social members, and both categories are wait-listed. Among our many awards and designations are the Distinguished Clubs of America Gold Status, America’s Healthiest Clubs, Gulfshore Business Magazine’s Best Private Club 2013, 2014, 2015, 2016, and Blue Zone certification. Amenities include 18 holes Tom Fazio golf course, pro shop, bayside practice facilities, fitness/wellness, tennis, indoor/outdoor dining, private wine lockers and a private beach on Keewaydin Island with a 50-passenger pontoon shuttle for transport.

In May of 2022, Windstar embarked on a major \$14M renovation and rebranding to meet the demand for a high-end golf, dining, and wellness experience in a premier waterfront location. The explosive growth and revitalization of East Naples is driving this transformation, and projected completion is October 2023. The impressive enhancement project includes the addition of bocce courts, two floors of expansive indoor/outdoor dining and bars overlooking the bay, a marketplace, and a magnificent wine room with private temperature-controlled wine lockers.

Responsibilities and Knowledge Required

- Develops, implements, and manages the Windstar brand strategy in accordance with the mission, vision, and values set forth by the Club.
 - Creates and implements a communications program for all internal and external Club communication and promotional materials including website, social media, digital signage, emails, newsletters, notifications, club app, etc.
 - Oversees all Club photography and videography (both internal and freelanced).
 - Works with department heads to ensure the maintenance of all Club content is relevant and current on the Windstar website, app, marketing materials, flyers, etc.
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- Interacts with both the Membership and the Communications Committees to develop long-term communication, brand, sales, and service initiatives for the Club.
- Responsible for the development and management of the Membership annual budget, sales reports, member data analysis, and the maintenance of JONAS member files.
- Achieves sales growth and a high level of customer satisfaction.
- Manages onboarding process, including coordinating new Member orientations.
- Maintains and enhances digital footprint to include public and private Website, Facebook, Instagram, YouTube, and others.
- Highly visible within the membership to understand expectations for appropriate events and programming and to seek opportunities for potential new members.
- Attends member functions and photographs events for the member website, newsletter, and other communications.

Educational Qualifications

- Bachelor's degree or equivalent education/certification in Communications, Marketing, Public Relations, Business with experience in the marketing and communications field, preferably in a Club setting.
- Must be comfortable in a fast-paced, ever-changing environment and have a strong desire to develop systems and procedures while understanding the flexibility needed in a transition and building period.
- Exceptional writing, editing, and proofreading skills.
- Proficiency and experience with Microsoft Office and Adobe Suites, required.
- Proficiency and experience with Jonas, ForeTees, Golf Genius, Canva, InDesign, or equivalent platforms are highly desired.
- Experience with website development and maintenance, required.
- A proven collaborator and diplomatic team player.
- Effective interpersonal skills and outstanding networking abilities.
- High-energy, creative, outgoing personality.
- Strong organization and planning skills with exceptional attention to detail.
- Experience in developing and implementing effective marketing and communications strategies.
- Experience in developing marketing collateral, such as brochures, flyers, menus, email templates and other communications.
- Strong knowledge of the Club's local market area.
- Must have a professional demeanor, a gracious attitude, and a demonstrated ability to establish and maintain effective working relationships with all departments, team members, current and prospective Members, and business partners.
- An evident passion for high-level customer service and hospitality is required.

Compensation

Package includes competitive salary commensurate with experience, bonus, medical & dental benefits, paid vacation, excellent 401K, MDASF Dues and continuing education, and a great working environment with a cooperative team of inspired professionals. Windstar is dedicated to support the needs of our team through our commitment to the family/work life balance, providing development opportunities, free employee meals, staff activities and events, and a team atmosphere. *Windstar on Naples Bay is an EEOC company and a Drug Free Workplace.*

Qualified applicants please forward cover letter, resume and salary history to:

ksteever@windstarclub.com

NO PHONE CALLS PLEASE.