

<b>Job Title:</b>	<b>Lifestyle &amp; Communications Manager</b>	Approved Date: 8/5/21 <input type="checkbox"/> New <input checked="" type="checkbox"/> Revised
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**General Position Information:**  
 This specific job description covers the basic functions, qualifications, requirements, working conditions and skills necessary, but not limited to for successful fulfillment of this position in accordance to the standards of the company.

<b>DOL Overtime Status:</b> <u>Exempt</u>	<b>Pay Type:</b> <u>Salaried</u>	<b>Location:</b> <u>Pelican Sound Golf &amp; River Club</u>
<b>Employment:</b> <u>Regular Full-Time</u>	<b>Base Pay</b> \$ _____ to \$ _____ bi-weekly	<b>Department:</b> <u>Administration</u>
<b>Workers Comp Code:</b> <u>9060</u>	<b>Level:</b> <u>Full-time Staff</u>	<b>Reports to:</b> Assistant General Manager
<b>EEOC Class:</b> <u>1 -Officals Mgr</u>	<b>Benefit Class:</b> (2)	<b>Supervises:</b> Membership Concierge

**Position Summary:**

The Lifestyle & Communications Manager will produce and coordinate the development of communications for the purpose of serving our current and prospective Members through communicating and marketing of Club events, programs, services, and technology. This will involve working closely with all departments to produce Club communications that are high-quality, unique, complete, accurate, attractive and timely for the Membership. The Lifestyle & Communications Manager designs, creates and manages the Club's e-mail blasts, website, signage, menus, calendars, brochures, social media, videos and more. This position also creates and posts employee related announcements and communications through our HR/payroll application. The Lifestyle & Communications Manager needs to be an innovator of new technology and embraces and seeks out new ways to improve current platforms and increase awareness of the current trends and always growing in the face of technology. Assists with management, coordination, and distribution of Pelican Sound Charitable Foundation contact lists and marketing materials. Coordinates, schedules, promotes, and oversees our lifelong learning program, Sound Learning.

**Job Specifications/Qualifications: (Min. knowledge, skills, and abilities required)**

- **Education/Training (or equivalent):**  H.S. Degree / GED  College Degree  Certification/License
  - High school diploma or GED (or high school student working towards high school diploma) required.
  - Bachelor's degree in Management or closely related field from a four-year college or university is preferred.
- **Experience: (Type of work experience, min. number of years):**
  - A minimum of three years successful communications, public relations and technology principles in the club industry.
  - A minimum of three years experience working within a private community preferred.
- **Technical or Administrative Knowledge:**
  - Knowledge of: principles and techniques of communications and technology.
  - Highly proficient knowledge of computers, tablets and other smart devices required.
  - Strong MS Office Skills (Excel, Word, Outlook, PowerPoint, Publisher).
  - Club Management Software Systems such as: Northstar (preferred), Jonas, Members First, Club Essentials, etc.
  - Video publishing software
- **Competencies:**

**INTELLECTUAL**  
**Analytical** – Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.  
**Detail** – Excellent attention to detail and organization.  
**Design** – Generates creative solutions.  
**Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.  
**Technical Skills** – Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

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### INTERPERSONAL

**Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

**Interpersonal** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

**Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

**Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

**Team Work** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Recognizes accomplishments of other team members.

### ORGANIZATION

**Business Acumen** - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

**Cost Consciousness** - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.

**Diversity** - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.

**Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

**Organizational Support** - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

### SELF MANAGEMENT

**Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

**Attendance/Punctuality** - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

**Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

**Initiative** - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

**Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

**Judgment** - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

**Motivation** - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

**Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

**Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

**Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve

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performance; Monitors own work to ensure quality.

**Quantity** - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.

**Safety and Security** - Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.

### Physical Requirements and Working Conditions:

The physical demands described here are representative of those that must be met by an employee to successfully perform the *essential functions of this job*. Reasonable accommodations that do not cause an undue hardship on the company may be made to enable individuals with disabilities to perform the essential functions, as long as that would not hinder or prevent performance of duties, or be of a safety concern.

**Key to denote % of time requirements necessary to perform essential functions of this job.**

**0% = Zero (O)      1-35% = Little (L)      36-70% = Moderate (M)      71-100% = Great (G)**

**- Physical Requirements:**     **Light:** Lifting 0-10 lbs.     **Moderate:** Lifting 0-25 lbs.     **Heavy:** Lifting 25+ lbs.

G -Bending/stooping

G -Reaching above/below the waist

G -Pushing/pulling movements

L -Climbing stairs / ladders

G -Standing

M -Kneeling

G -Sitting

G -Walking

M -Lifting

G-Taste/Smell

M-Typing

M -Color / Depth perception

M -Fine hand & finger movements

O -Operate motor vehicle

L -Operate various equipment

**- Working Conditions and Schedules:**

G - Interacting with co-workers, vendors, and customers.

L - Exposed at times to fumes or airborne particles, toxic or caustic chemicals, extreme heat, risk of electrical shock, and vibration.

M - Exposed to various noise levels (L= office, M= showroom/service area, G= jackhammer/metal works/heavy equipment)

G - Office machines, phones, fax, computers, postage meter, etc.

**- Necessary traits for this position:**     Seeing     Hearing     Talking\*     Reading\*     Writing\*

Basic comprehension of English language using the traits\* marked above for purposes of safety, management direction and job responsibility, and minimal third party interaction.

Proficiency of the traits\* marked above in the following languages for business letters, memos, customer interaction, presentations, demonstrations, employee direction, audits, etc:     English     Spanish     French     Other \_\_\_\_\_

### Job Functions, Unique Duties and Responsibilities:

**Essential Functions include but not limited to the following:**

- Manages club website on a daily basis to ensure information is current, attractive and encourages participation
- Manages the communications technology goals of the CIT committee
- Create, manage, and enhance Pelican Sound Mobile App while maintaining certain features and make improvements when available.
- Coordination of approved events to include managing details of the marketing materials (invitations, flyers, advertisements)
- Promotes, advertises, and markets all Club social events (food and beverage, golf, tennis, fitness, other club activities)
- Create & maintain Community & Staff directories
- Create social event flyers and monthly calendar based on input from a variety of sources to include checking the accuracy of dates, times, and other vital information
- Responsible for creation and managing of the budget and to stay within agreed budgetary goals.
- Track usage / readership and member satisfaction with website, blast emails, newsletters, social media, and other communications with goal of increasing usage and satisfaction. Encourage and train members on how to utilize tools.
- Attend various member events to take photos for communications, publication, and for member distribution.
- Work with management and the Board to produce electronic surveys, and report and analyze the results.
- Develop and produce spreadsheets and reports as requested and approved, to provide better data to management and the Board for tracking and decision-making.
- Assist F&B in daily and weekly dining menu descriptions, design, and format
- Interact with information technology vendors
- Create presentations for committees, boards, and management as needed
- Develop training program for new residents/members on using our website and Pelican Sound Mobile App
- Handle social media initiatives to include Facebook, You Tube, and other social media sites
- Create and publish other materials as directed (i.e. meeting agendas, event name tags)
- Manages all poster/information boards throughout community ensuring information is up to date.
- Serves on applicable club committees to assure members' interests are consistently addressed.
- Coordinates all club public relations efforts, members' newsletters, news and media events, use of social media, and club promotional materials
- Develop, maintain and analyze website (public & private) and email content; update regularly to ensure information is timely

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and accurate

- Layout and design the Club's email communication blasts
- Work with department heads to prepare and post all website updates, e-blasts, flyers, surveys and promotions of Club events
- Maintain membership distribution lists and general information
- Update the Events Calendar and ensure that all information is accurate, timely and complete
- Edit and prepare content for publishing with design and print company – meeting all deadlines
- Oversee and ensure that Club branding is consistent across all mediums and assure all Club communications follow strict branding guidelines – ensure that all communications conform to the Club's adopted style guide
- Manage the Club's social media campaigns
- Record, edit, and publish Club videos to be
- Any other duties as assigned by the Assistant General Manager

**DISCLOSURE STATEMENT**

No one Job Description, for any one position, can possibly encompass all responsibilities, which may be requested. The above Job Description defined, is a summary of the major responsibilities of the position. The objective of any position is to effectively provide the services and support for the Club.

**I have read and understand the above job description. I attest that I can work in these conditions, I am able to perform the job functions, and can fulfill the basic requirements/duties, to include any other reasonable requests that are asked of me. I will immediately notify my Supervisor if I am unable to comply with this job description for any reason.**

Signature \_\_\_\_\_ Date \_\_\_\_\_