



## Communications & Marketing Director

Picture yourself surrounded by breathtaking oceanfront views, where serene beach days and vibrant community life meet. As the Communications + Marketing Director for DeBordieu Club, you will play an instrumental role in bringing this vision to life. Our members enjoy exclusive access to a variety of exceptional coastal experiences—from relaxing at the Gazebo, a chic outdoor oasis for signature cocktails and light bites, to indulging in the luxurious dining spaces of the newly renovated DeBordieu Beach Club, where history and modern comforts intertwine.

At DeBordieu, we are a community deeply rooted in history, surrounded by the natural beauty of the South Carolina coastline. The Beach Club offers panoramic ocean views and seasonal dining options in its stylish Lafayette and Lulu's spaces, where our talented chefs prepare fresh, innovative dishes in open kitchens that engage our guests. The Blue Heron provides an essential retreat for those seeking convenience, with a wood-fired pizzeria, fresh beach-inspired cuisine, and quick bites for all to enjoy.

As our Communications + Marketing Director, you will oversee the messaging and brand strategy for all of these unique, dynamic offerings. From storytelling that celebrates DeBordieu's rich heritage and coastal charm, to spearheading digital, print, and event marketing initiatives that elevate our member experience, your leadership will shape how DeBordieu Club is perceived and experienced.

We are looking for a visionary leader who can create compelling content, drive strategic marketing campaigns, and cultivate a distinct voice for our brand. This role will be key in maintaining the club's reputation as an iconic destination along the South Carolina coast, ensuring that every member, guest, and future resident feels connected to DeBordieu's timeless appeal and vibrant community.

### **Reasons to Join Us at DeBordieu Club**

If your aspiration is to lead in hospitality, this is an opportunity that you can't resist nor shouldn't miss! The Country Club industry is the epitome of hospitable and stellar service that is both genuine and meaningful. Working at DeBordieu Club is a unique work environment where one can gain valuable experience and skills from one of the most reputable employers in Georgetown, South Carolina. It is the place to build meaningful and lasting connections with our members alongside networking with our work community filled with newfound and potential friendships, colleagues, leaders, and mentors in the industry.

We also offer awesome benefits and perks for our seasonal staff including complimentary employee meals, employee parking, occasional golf and tennis privileges, employee parties, discounts, recognition incentives, and more! Full-time, non-seasonal employees get to enjoy additional perks including:

- 401k Retirement
- Medical Insurance, Dental, Vision, Employer Funded Health Savings Account
- Paid Time Off (PTO), Paternity Leave, Jury Duty, and Bereavement
- Holiday Pay
- DeBordieu Loan Program, Grocery Program
- On-Demand Pay
- And Much More!



## **Communications + Marketing Director**

**Related Titles:** Director of Communications, Membership + Marketing Director

**Reports to:** General Manager

**Supervises:** Marketing + Communications Manager/Assistant

**Classification:** Exempt, Salaried

### **JOB SUMMARY**

DeBordieu Club seeks an experienced, dynamic, and detail-oriented Director of Communications + Marketing to lead and execute the Club's membership, marketing, and communications strategies. Reporting directly to the General Manager/COO, this key role will ensure that the Club's messaging aligns with its mission, traditions, and values while resonating with current and prospective members. The ideal candidate will have expertise across a variety of communication platforms, a passion for storytelling, and the ability to develop targeted campaigns that elevate the Club's brand presence both digitally and within the local community.

In this senior-level role, the Director will also develop and execute a comprehensive communication strategy that enhances member engagement, increases membership retention, and elevates the Club's brand image by consistently delivering targeted messaging across all platforms. The goal is to foster a strong sense of community among members while attracting new members and maintaining the Club's prestigious reputation.

### **CORE CULTURE EXPECTATIONS**

- Promotes DeBordieu Club's legacy of warm genuine hospitality while upholding and ensuring compliance with all company and departmental policies and procedures.
- Consistently aspires to fulfill our core Company values (Communication, Community, Trust, Teamwork, Passion).
- Delivers hospitable and stellar customer service.
- Works well with others and is capable of being a team player.
- Positive attitude that is accompanied by polite and respectful demeanor.

### **JOB KNOWLEDGE, CORE COMPETENCIES AND EXPECTATIONS**

- Ability to develop comprehensive marketing plans that align with the Club's broader strategy and goals.
- Strong written and verbal communication with a focus on clear, compelling content across various platforms.
- Proficiency in analyzing market data, customer insights, and campaign performance metrics to make informed decisions.
- Ability to generate innovative ideas for marketing campaigns, content creation, and member engagement.
- Inspires and motivates the team to achieve high performance and maintain high standards.
- Stays current with evolving marketing trends and technologies, adjusting strategies as needed.
- Deep understanding of member needs and behaviors to tailor communication efforts accordingly.

- Ability to work cross-functionally with other departments to create cohesive marketing strategies.
- Strong organizational skills, with the ability to plan, execute, and monitor marketing campaigns within budget and deadlines.
- Ability to use data insights from surveys, website traffic, and social media engagement to evaluate the effectiveness of communication strategies.
- Maintains a polished and professional appearance.
- Effectively manages stress and prioritizes tasks.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

### **Communication Strategy & Brand Management**

- Oversees internal and external communications, ensuring alignment with the Club's brand and member experience. Ensures all communications reflect a unified brand voice and visual aesthetic that aligns with the Club's image. Optimizes the website and social media presence to share updates, showcase amenities, and engage with members online.

### **Member Engagement & Relationship Building**

- Creates engaging campaigns to promote club events and social gatherings to maximize attendance. Tracks campaign success and member engagement to assess and adjust strategies. Conducts regular surveys to gather feedback from members about their preferences and experiences.

### **Marketing & Recruitment**

- Develops dynamic campaigns and experiences that captivate current members, while also showcasing the Club's unique offerings and sense of community to attract new members. Oversees production of photography and videography that enhances visibility and showcases the Club's amenities and events.

### **Crisis Management & Communication**

- Develops protocols to address negative publicity or issues that arise, maintaining the Club's reputation.

### **Collaboration & Internal Coordination**

- Partners with departments like golf, food & beverage, and events to integrate marketing efforts across all initiatives.

### **Analytics & Performance Measurement**

- Implements analytics to track key metrics and assess the impact of communication strategies.

## **QUALIFICATIONS:**

- Expertise in strategic planning, brand management, and market research to align marketing efforts with organizational goals.
- Strong project management and leadership skills, overseeing teams, budgets, and timelines for successful campaign execution.

- Proficient in public relations, analytics, and content strategy to enhance brand visibility and engagement across multiple platforms (e.g., member communication, event promotion, community engagement, member testimonials and storytelling).
- Skilled in crisis communications, customer relationship management (CRM), and multichannel marketing strategies.
- Experience in building stakeholder relationships, managing vendors, and overseeing integrated advertising campaigns.

## **PHYSICAL DEMANDS AND WORK ENVIRONMENT**

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

- Must be able to reach, bend, stoop, stand, and lift up to 40 pounds.
- Primarily office-based, with extended periods of sitting and computer use.
- Occasional standing, walking, and light lifting during events or marketing activities.
- Some travel for meetings, education, and work-related efforts.
- Moderate noise level in the work environment (e.g. business office with computers, printers, copy and fax machines, moderate traffic).
- Must be able to handle hot and cold interior and outdoor conditions when applicable.
- Must be able to handle a fast-paced, high-end, sophisticated environment.
- Frequent interaction with internal teams and membership.
- Typically, it is a 40-hour week, usually 9am to 5pm, but it may have extended hours, evenings, holidays, or weekends based on campaign deadlines or projects as needed.

## **EDUCATION AND EXPERIENCE REQUIREMENTS**

- Five years (5) of proven experience in marketing and communications, ideally in hospitality, membership-based organizations, or private clubs.
- Bachelor's degree in marketing, Communications, Public Relations, or related field. A master's degree or relevant certifications is a plus.
- Country Club or Golf Club experience is a plus but not required.

Full-Time, Salaried Exempt

Starting at \$65-70K based on experience

We are an equal opportunity employer and consider all qualified applicants equally without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.

**To apply or if you have any further questions, please contact the HR Director, Rosalyn Fick, at [rosalyn@debordieclub.com](mailto:rosalyn@debordieclub.com). Be sure to submit your resume to be considered for this opportunity!**