



1900

Marketing & Communications Manager

Reports to: General Manager

Supervises: None

Classification: Salary

Education and/or Experience:

- Bachelor's degree preferred in communications or marketing
- Private club experience highly preferred

Job Summary

The Marketing and Communications Manager works collaboratively with the CCC Leadership Team. The successful candidate will be outgoing, hospitality-oriented, collaborative, focused and express a positive 'can do' attitude. This role requires a creative mind while being an organized, time-efficient and "big-picture" employee.

Job Tasks/Duties:

Facilitate all Club communications including internal communication and marketing, social media, website/app maintenance, all calendars and printed materials.

- Develop and implement a comprehensive communications plan that supports the Club's brand, Club events, and effective overall communication.
- Advise staff on communications best practices and brainstorm creative solutions to address internal and external communications challenges.
- Ensure message alignment and consistent "branding" across all communications channels and platforms.
- Prepare and manage all internal written communication, emails, flyers and signage and some external written communication.
- Responsible for creating and posting social media content.
- Responsible for Club's website and app.
- Prepare periodic informational email blasts to the membership.
- Responsible for updating any membership-related marketing and promotional material, both print and electronic – working in coordination with the membership department.
- Responsible for Club's monthly newsletter.
- Responsible for management of Club logos and how they are used.
- Assist with any mailed letters, official business, or notices to the membership.
- Welcomes and greets Members and Guests – assists them with their inquiries or connects them with the right staff who can help them.
- Assist members and guests as needed.
- Operate telephone switchboard; routes calls and relays messages to appropriate extensions. Filters out unwelcome solicitations and cold calls.
- Manages reservations for Member dining and Club social events, working closely with the F&B team. Assist with updating menus, special promotions and branding guidelines.
- Provides quality concierge service to all Members and guests.
- Provides schedule and other Club information to Members and guests.
- Sorts and distributes incoming mail.
- Maintains inventory of office supplies and handles reorders.
- Organizes and expedites the flow of work through the general manager's office.
- Maintain office equipment and repair records.
- Maintain lobby reader board.



- Perform Member relations responsibilities (including checking obituaries and preparing and sending thank you letters, get-well cards, flowers and birthday greeting cards).
- Receives deliveries from Fed Ex, UPS and other delivery services.
- Maintain and manage the internal club calendar to ensure all departments are informed of scheduled events, deadlines, and activities.
- Capture photos and videos of club activities, dining experiences, and special events to be used for marketing purposes.
- Track the success of marketing campaigns and provide performance reports.
- Use insights to continuously improve strategies and member engagement.
- Provide secretarial and administrative support services to the Board of Directors and General Manager.
- Completes other special projects and assignments as directed by the General Manager.

Job Knowledge, Core Competencies and Expectations:

- 3-5 years marketing or related professional experience
- Proficient in all Microsoft Office programs (Word, Excel, PowerPoint) as well as online and website platforms
- Adobe creative suite or equivalent -expert proficiency.
- Knowledgeable in website editing and app management.
- Strong interpersonal and communication skills - verbal and written.
- Excellent organizational skills deadline focused.
- Driven to succeed in a customer service-related environment.
- Ability to multitask, meet deadlines and work collaboratively with multiple departments.

Physical Requirements:

- Must be able to remain in a stationary position for long periods of time
- Frequent lifting and carrying of items up to 50 lbs.
- Occasional pushing and pulling of items up to 50 lbs.

Please email a copy of your resume and references to Desirae Henning email: dhennin@countryclubofcharleston.com.