



Digital Communications & Membership Director Beacon Hill Club

The Beacon Hill Club is seeking an individual to join our management team and continue elevating the membership experience. The position is responsible for all Club marketing, digital communications and membership related functions while also acting as a visible presence and touch point for members.

The Digital Communications and Membership Director is responsible for the strategic design, implementation and management of on-line and off-line communication strategies for engaging membership, prospective members and the surrounding communities. This role is ideal for an emerging communications professional who seeks to leverage their expertise and grow their career by driving strategy and execution for well renowned private country club.

Digital Communications

- Responsible for preparing all newsletter, social media, web & club correspondence
- Prepare communications (email, social media, blogs, to club members and other audiences)
- Develop strategic communications planning for promotion and dissemination of Club Content
- Develop/maintain social media profiles and quality content to support/expand the club's digital presence
- Set and execute relevant strategies for event marketing, member & prospective member communications
- Identify relevant strategies to effectively reach demographics of membership
- Build and maintain the club's reputation – acting as its biggest advocate at the club, the surrounding community and in the social media world
- Create a style sheet for all correspondence and club collaterals
- Maintain relevant marketing standards to neighboring clubs
- Maintain a high-quality digital library of important club marketing materials
- Maintain online depository of files & communications
- Work as a member concierge, including letter of introductions to affiliate clubs
- Maintain the website/mobile app and maintain all corresponding digital content
- Ensure the appropriate events and important messages are sufficiently marketed

Membership

- Serve as a Club ambassador for members, their guests, and prospects to the club
- Maintain all data for the membership database, pipeline and existing member usage
- Generate enthusiasm and energy for internal club programming
- Identify ways to engage lesser active members
- Be a visible presence amongst members and attend key events and club sponsored gatherings
- Provide administrative and strategic support to the Membership Committee and General Manager
- Develop a member orientation program and strategy to acclimate new members into the club
- Provide tours and handle all in-bound communication for both existing & prospective members
- Identify membership goals benchmarks for both recruitment and retention
- Present monthly updates to the Board, Membership Committee and General Manager
- Act as the gatekeeper for the Club's bylaws, update/modify as necessary
- Serve as the liaison for Special & Annual Meetings
- Maintain a competitive analysis of neighboring club's dues, policies and relevant membership data

Website & Mobile Presence

- Update the website and create programming and flyers for corresponding events
- Maintain the mobile app
- Delegate inbound inquiries to appropriate department heads
- Manage the registration process for all programs and events
- Leverage Jonas Club and create monthly KPI indicators for fellow team members

Knowledge & Qualifications

- Qualified candidates must have outstanding oral, written and interpersonal communication skills
- Superior project & time management skills; excellent attention to detail
- Energetic, enthusiastic and service oriented
- Ability to adapt to changing priorities
- Highly organized with ability to manage multiple tasks simultaneously
- Proficient in technology with strong internet and social media marketing skills
- Be an excellent communicator and writer
- Have a keen eye and focus on attention to detail
- Dependability, flexibility and ability to maintain confidentiality
- A hospitality or private club background with 3-5 years of experience is preferred
- Previous hotel or country club experience would be viewed positively

The ideal candidate

- Will have excellent interpersonal skills
- Proficient in Adobe & Graphic Design
- Strong skillset in social media
- Proven ability to work independently and in and in collaboration with multiple departments and with members
- High level of political awareness and sophistication
- Possess a keen sense of emotional intelligence
- Have a genuine passion for hospitality and strong hospitality related background
- Have a warm and hospitable presence amongst members and staff

Compensation Details:

Job Type: Full Time – Salary Commensurate with experience

Comprehensive benefits package

Education Stipend available

Reports To:

General Manager

To Apply:

Email the following to AMCDONALD@beaconhillclub.org

- Resume
- Cover Letter
- Accompanying portfolio (up to 15 pages) demonstrating an effective marketing and communication skillset is encouraged