

Candidate Profile

Membership Services and Communications Manager

Scarsdale Golf Club | www.scarsdalegolfclub.org
Hartsdale, NY



Organization

Scarsdale Golf Club is located just 24 miles from New York City, offering its members great sports and dining facilities. The Club was formed over a century ago to provide recreational enjoyment to the families of the area and to help attract more people to the growing Scarsdale/Hartsdale community. Its founding members in 1898 included many of Scarsdale's most prominent citizens. For well over 100 years, the Club has maintained a character of a family, sports-oriented Club strongly rooted in the local community and is known as the “Little Hamlet in the Village.”

Today, Scarsdale Golf Club provides its 480 Members a challenging AW Tillinghast-designed golf course, six tennis courts, four paddle tennis courts, a large family swimming facility, fitness center, six bowling lanes and a beautiful, expansive clubhouse for dining and events.

Position Summary

The Scarsdale Golf Club is seeking an experienced Membership and Communications Manager. He/She will be responsible internal and external marketing and communications, website, newsletters, bulletins, social media, event marketing and coordination, printed materials, and membership admission coordination.

This candidate should have a track record in website development and maintenance, marketing and communications, must be detail oriented, and a self-starter who can work both independently and in a team environment.

Responsibilities

Publicity and Communication

Develops and coordinates the Club's electronic communications efforts:

- Website: Maintains all aspects of the Club's website content, including text and images.
- Coordinates, writes, and edits the Club's electronic communications, including layout and graphic design.
- Newsletters: Develops weekly electronic internal newsletters (e-bulletins).
- Print Communications: Develops print materials and brochures for all aspects of the Club, including new members, and prospective member promotional pieces and maintains communications boards.
- Day and Junior Camp: Promotes the Club's Camp programs, distribution and collection of applications, and all website and email communications.
- Promotes Member Dining, Member Special Events and Entertainment Events with special targeted emails, weekly e-bulletins, brochures, internal electronic memo board and other means.
- Oversees all mailings (mail merge from data base, including composition, design, printing and distribution).
- Coordinates marketing material and calendars for both Men's and Ladies golf, bowling and racquets with sports professionals.
- Designs and develops annual Women's Golf Book.
- Coordinates and produces material necessary for the Club's Annual Meeting.
- Serves on applicable committees to assure members' interests are constantly addressed.

- Analyzes marketing reach using website statistics and Google Analytics to determine areas for improvement.

Membership

- Develops marketing collateral in conjunction with Admissions Committee and General Manager.
- Responds to requests for information and other inquiries from potential members.
- Conducts tours for prospects.
- Responsible for all aspects of administration for new members, including: organization of welcome kits and application packets, new member postings, welcome packets, and account creation, etc.
- Coordinates Admissions Receptions for new members.
- Follows up on Member referrals, newspaper articles, lists publications, etc.
- Administration of all existing member paper work and changes to members, including monthly reports, communications to the Board of Governors, and follow up with members.
- Develops a full working knowledge of club rules and bylaws.

Administration

- Oversees and develops all communication efforts for departments, employees, consumers, and members.
- Coordinates annual club wide calendar planning efforts.
- Completes special projects and assignments as directed by the General Manager.

Wilson Cup Amateur Golf Tournament and Caddie Scholarship Fund

- Creates invites, contact list, track registration send reminders/thank you letters and website content.

Requirements

- BA or BS in Business, Marketing, Public Relations, Advertising, Graphic Design, Communications or related.
- Five years applicable marketing, sales, communications experience. Hospitality industry experience is a plus.
- Ability and desire to work flexible hours.
- Ability to pay close attention to detail and time management is critical.
- Demonstrated quality written, verbal and interpersonal communication skills.
- Experience with website design and development and Google Analytics preferred
- Must be computer proficient with internet, social media platforms, and club system software such as Members First preferred.
- Working knowledge of HTML and Adobe applications (Adobe Illustrator, Photoshop, and InDesign) preferred.

Compensation and Benefits

The Club offers an attractive and competitive compensation and benefits package to include:

- A base salary and performance bonus potential
- Standard club executive benefits to include family health, dental, vision, and life insurance

Professionals who meet or exceed the established criteria are encouraged to contact:
GSI Executive Search, Inc.

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