



## COMMUNICATIONS DIRECTOR POSITION PROFILE

---

Fairwood Golf & Country Club was established in 1967 on this beautiful site in the hidden neighborhood of Renton, Washington. It has evolved over the years into a family country club with modern values and has become a place where the members gather to enjoy dining, social activities, golf, and aquatics with family, friends, and business associates. We are known as a family-oriented club that takes considerable pride in our friendly and hospitable commitment to members and staff.

The Communications Director role starts with an outgoing personality and inviting conversationalist, flexibility, excellent written and verbal communications skills, a commitment to continuous improvement, an attitude of “it’s all about the team,” and well-developed senses of anticipating needs and fanatical attention to detail.

### **Pay Structure and Benefits**

The pay range for this position is currently \$52,000 to \$58,000 per year and is evaluated periodically to be commensurate with market conditions. The benefits for this position include:

- Health insurance premium paid (medical, dental, vision) minus the existing employee contribution (currently \$72.00/month) per Club policy. Should the Club change its insurance plan, you will enjoy the same benefits and program as all full-time regular employees.
- Offer of participation in the Club’s 401(k) plan when you become eligible
- Meals \$8.00 charge to compensate for taxes
- \$25/month cell phone allowance
- Participation in continuing education pertinent to membership or communications related topics
- Vacation, holidays, and other paid time off per the Employee Handbook
- Personal and family use of the Club as appropriate

### PERSONAL TRAITS

In addition to the success traits mentioned previously, the successful Communications Director will be known as a cultural leader, enthusiastic, gregarious, poised, adept at etiquette, gracious, discreet, flexible, artful, creative, energetic, patient, highly communicative, organized, genuine, honest, forward thinking, proactive, detail-oriented, hardworking, excellent at follow-through, will have a consistently level and pleasant demeanor, and will be hard-wired for service and the warm hospitality embrace.

## EXPERIENCE, KNOWLEDGE, SKILLS, ABILITIES, EDUCATION AND TRAINING REQUIREMENTS

To be successful in the position of Communications Director, the following experience, education, knowledge, skills, abilities, education, and training—or their equivalents—are required:

- Marketing degree is preferred, but not required
- Familiarity or experience with private club culture, practices, and environment
- Excellent written, proofing, and verbal communications skills
- Ability to effectively use the Office 365 and Adobe Suite products
- Experience with social media content creation and account administration
- Experience with managing and creating website content
- Ability to create email and SMS campaigns
- Ability to work well under pressure and think on your feet
- Ability to succeed in a dynamic and fast-paced environment
- Ability to communicate professionally and courteously verbally and in writing
- Ability to problem solve on the spot and take ownership for problem resolution
- Ability to maintain confidentiality and privacy in all dealings
- Excellent customer service skills

## ESSENTIAL DUTIES, TASKS AND RESPONSIBILITIES

### **Communications**

- Is present during club operating hours and events to assist in meeting and greeting members and guests.
- Establishes and maintains a close working relationship with the Membership Director and Food & Beverage department.
- Creates and coordinates content and updates club's website.
- Creates and coordinates content and sends club email newsletter, eCaddy weekly.
- Creates and coordinates content and sends club email Monday Update weekly.
- Creates and coordinates content and sends targeted email communications as needed.
- Creates SMS communications and utilizes the club's SMS platform.
- Creates and coordinates content for club's social media outlets, currently including Facebook, Instagram, and Twitter.
- Coordinates development of the social activities and social calendar for the club.
- Creates and coordinates content and sends club communications for Golf, Social and Swim activities.
- Ensures prompt and regular communications with all members and staff regarding club activities and events.
- Assist Membership Director in the development of all membership collateral material.
- Will cross-train within other administrative positions for coverage during PTO.
- Promotes club activities using table tents, newsletters, direct mail flyers and other means.
- Serves on applicable club committees to assure members' interests are consistently addressed.
- Provides notices and agenda for designated committees and generates minutes of the club's Communication Committee.
- Organizes production of membership kits, menu design, flyers, and other internal marketing materials.
- Tracks the success and overall performance of all membership activities.
- Plans and develops training programs and professional development opportunities for himself or herself.
- Surveys other clubs for information useful in setting and revising club policies.
- Completes other appropriate assignments made by the general manager.