

Communications Director

Facility Description

Athens Country Club is a private country club established in 1926. The club has approximately 900 members who enjoy unlimited access to 27 holes of golf, 12 outdoor tennis/pickleball courts, a pool, a 55,000 square foot newly renovated clubhouse, fitness center, locker rooms, elegant ballroom, meeting rooms, a variety of dining options including casual, upscale and outdoor dining, and invitations to a host of member events including golf tournaments, family events, kids' camps, and holiday celebrations. The club is known for its "Member First" culture, providing personalized service and an exceptional family-focused atmosphere that consistently exceeds members' expectations.

Job Summary (Essential Functions)

Coordinates the development and production of the country club's newsletter and employee newsletter; maintains the club's website, mobile app, and social media accounts; writes and sends member email communications and other internal and external communications.

Job Tasks/Duties

- Follows a communication plan for external and internal communications (email campaigns, newsletters, etc.)
- Collects, writes, edits, and submits all copy material for the production of the monthly club newsletter, coordinates with designer and printer, edits proofs in a timely manner following production schedule.
- Creates/edits monthly employee newsletter (email).
- Creates/edits bi-annual Juniors club newsletter (print).
- Establishes and creates print/web materials for all aspects of the club including new/prospective member documents, direct mail promotional pieces, menus, flyers/invitations, in-house signage, email campaigns, member surveys, etc.
- Coordinates Employee of the Month program (assists with selection of employee, writes bio, takes headshot for newsletter, prepares certificates and awards)
- Assists HR with dispersing staff information through email campaigns, signage, etc.
- Tracks email campaign open, unsubscribe and bounce rates; develops plan to improve rates as needed.
- Works closely with club events department to promote member events and assist with photography of such events for use in club publications, social media, etc.
- Works closely with department heads to determine communications needs and assists with various projects.
- Maintains club website/mobile app content; keeps website calendar up to date. Regularly asks department heads to review; updates website/mobile app/calendar content as needed.
- Monitors website/mobile app for updates from provider, continued education opportunities, new features, etc.
- Troubleshoots website/mobile app issues for members and staff; contacts website/mobile app support when needed.
- Maintains organized files of past/current club materials (membership documents, promotional pieces, flyers, etc.)
- Maintains email campaign database and updates member/staff emails as needed.
- Regularly schedules social media posts (Instagram, Facebook); uses social media to promote events and relay important information to members as requested by GM, CM and Membership Director; monitors club LinkedIn and Google My Business accounts, etc.
- Attends weekly staff meetings to stay up to date on club activities and various department communication needs.

- Maintains club phone directory and re-distributes extension key to staff when changes are made.
- Maintains club general voicemail box; updates recordings as needed with key staff changes, etc.
- Provides administrative support to GM, CM, and Membership Director, drafts correspondences as requested, provides general communications support to department heads.
- Completes other special projects and assignments as directed by the GM, CM and Membership Director.
- Responds to member inquiries (email, voicemail) in a timely fashion and properly directs or assists them.
- Assists front desk with production (print, lamination, reduce/enlarge, etc.) of promotional materials (flyers, signage, table tents, etc.)
- Adheres to and supervises club use of branding, maintains branding guide and sends updates to staff as needed.

Job Skills

- College degree preferred or equivalent education and experience
- Graphic Design experience
- Photography experience a plus
- Demonstrates quality interpersonal communication skills
- Experience in the hospitality or private club industry a plus
- Positive attitude, professional manner and appearance
- Dedication and commitment to excellent member service
- Ability to work as part of a team

Reports to: Membership Director

Full Time, Mon-Fri, 9AM – 5PM
Salary range is \$40,000 - \$50,000
Full Benefits
Health Insurance
Dental
401k
Flex Spending
Free Daily Lunch

Please send resumes to: scrowell@athenscountryclub.com