

# KOPPLIN KUEBLER & WALLACE

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## DIRECTOR OF COMMUNICATIONS & PROGRAMMING CASTLE PINES GOLF CLUB CASTLE ROCK, CO

### THE DIRECTOR OF COMMUNICATIONS & PROGRAMMING OPPORTUNITY AT CASTLE PINES GOLF CLUB

Castle Pines Golf Club (CPGC) has a tremendous opportunity for a highly qualified, capable, and motivated individual to become the Club's new Director of Communications & Programming (DOCP).

[Click here to view a brief video about this opportunity.](#)

### CASTLE PINES GOLF CLUB

It was 1969 and Jack Vickers had just moved to Denver and wanted "to get better acquainted with his new surroundings" when he stumbled upon the property that is now Castle Pines Golf Club. Out on a drive to explore the area, he came upon a dirt lane on the south side of town and, on a whim, turned onto Happy Canyon Road. He stopped his car about half-way down the road, got out and climbed to the top of a rocky ridge — discovering a 360-degree panorama of iconic Colorado scenery. He had found the perfect spot to build his world-class golf course and club. It took 12 determined years before Vickers had persuaded the numerous local landowners involved to deed him the title to the acreage he needed. With the location of his club decided, Vickers turned his attention to the golf course and engaged Jack Nicklaus to be the course designer. Touring the site on foot and by helicopter, both Vickers and Nicklaus are fond of saying that though they seldom agreed, they ultimately hammered out the final layout to what would become one of the best golf courses in the country. Construction began in 1979 and Castle Pines Golf Club officially opened in October of 1981.

From its origination, Jack Vickers envisioned Castle Pines Golf Club setting the standard of excellence in all phases of its operation. From the Jack Nicklaus designed golf course to the dining experience, on-site cottages, the classic Clubhouse atmosphere and beyond, accommodating hospitality and world-class quality remain a signature of Castle Pines Golf Club today.

With a genuine fondness for the Club, Jack Nicklaus returned to Castle Pines in the fall of 2015 with the goal of evaluating the course he originally designed in 1981. At the conclusion of an extensive tour and assessment of each hole, the Club has undergone a significant capital improvement campaign and moved into the new era as a modern-day layout capable of hosting both a professional tournament and daily Member/guest play all on the same day.

Castle Pines Golf Club is a nationally ranked private golf club consistently ranked among the top 50 clubs in the United States, it prides itself on the level of service it provides to members and guests along with attention to detail.

### CASTLE PINES GOLF CLUB BY THE NUMBERS:

- Founded in 1981
- 324-members
- Total number of employees – 250 peak; 75 non-peak
- Privately Owned

CASTLE PINES GOLF CLUB WEB SITE: [www.castlepinesgolfclub.club](http://www.castlepinesgolfclub.club)

### DIRECTOR OF COMMUNICATIONS & PROGRAMMING JOB DESCRIPTION

The Director of Communications & Programming role reports directly to the Castle Pines Golf Club Assistant General Manager and works collaboratively with him, department heads, and the Chairman & President, General Manager and CFO.

The successful candidate will be outgoing, hospitality oriented, persistent, collaborative, focused, relevant to current trends, and possess a positive 'can do' attitude. Many of the activities that will flow through and be part of the DOCP's role are new and require an exceptionally strong attention to detail, deadline driven, obsessive ownership over details and their brand quality, the ability to manage multiple priorities, and poise for working effectively with a cross-functional team.

The Director of Communications & Programming must have exceptional writing skills and be talented as well as visually creative to assist the Club in the direction of its marketing and communications initiative. The DOCP will work with Club Leadership and department heads to create and manage all marketing or PR materials. This role requires a creative mind while being an organized, time-efficient and team oriented individual.

### **KEY PRIORITIES OF THE DIRECTOR OF COMMUNICATIOONS & PROGRAMMING**

'Hitting the ground running' is a key expectation of the new DOCP, but equally important are the following key points of initial focus and concern:

- Provide strategic direction and oversight of all Club wide communications including internal and external communication, media outreach, digital media, content development, graphics design and print production.
- Develop and implement a comprehensive communications plan within strict deadlines that expands the Club's employment brand, Club events, and overall communication.
- Advise and provide direction to Club leadership on communications best practices and brainstorm creative solutions to address internal and external communications challenges.
- Ensure message alignment across all communications channels and platforms with excellent attention to details.
- Assist in the writing, design, and production of traditional media formats, including hard copy newsletters, pamphlets, etc.
- Plan, organize, market, and assist, with execution of the Club's major programs (Summer Jam Concert, Mid-Winter Meeting, Dog Days of Summer Event).
- Prepare and manage all external written communication and some internal written communication.
- Oversee the Club website and mobile app and its content.
- Prepare weekly or bi-weekly email blasts to the membership.
- Responsible for creating and updating any membership related marketing and promotional material both print and electronic.
- Responsible for management of Club logos and how they are used.
- Work with Club Leadership on brand management and enhancing the Club brand power in the future.
- Write and manage all press releases and serve as the Club's liaison to the media when needed.
- Design and update any and all dining menus.
- Design all Club Party or special event invitations and Club schedule.
- Collaborate on all Club tournament packets and information boards.
- Assist Membership Liaison with any mailed letters or notices to the membership.
- Coordinate photography of all Club events.
- Manage Club photo and history archives, and create a photo library.
- Create an annual Club yearbook.
- Manage all work outsourced to a graphic design firm.
- Assist Club Leadership and department heads with any and all visual material.

### **CANDIDATE QUALIFICATIONS**

- 3-5 years marketing or related professional experience
- Efficient in all Microsoft Office programs (Word, Excel, PowerPoint) as well as online and website platforms
- Adobe creative suite, Expert Proficiency

- Exceptional writer in all forms of communication, verbal and written, English
- Creative mind in creating brochures and digital media
- Knowledgeable in HTML coding
- Strong interpersonal and communication skills, including verbal and written
- Excellent organizational skills and deadline focused
- Driven to succeed in a customer service-related environment
- Operates with a sense of urgency and strives to produce the best possible product
- Obsessive attention to detail

#### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

Preferably, a bachelor's degree or college diploma in communications or marketing, with a commitment or historical involvement in on-going professional development certification programs.

#### **CASTLE PINES GOLF CLUB COVID REQUIREMENTS**

The Club currently does not require staff to be fully vaccinated as a provision of employment.

#### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience, and CPGC offers a comprehensive benefits package. Per CO law we will need to include the salary range for this position.

#### **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter (in that order) using the link below. You should have your documents prepared to be attached when prompted for them during the online application process.

**Preparing a thoughtful cover letter of interest and alignment with the above noted expectations and requirements is necessary.**

**Your letter should be addressed to Drew Schneider, Assistant General Manager,** and clearly articulate why you want to be considered for this position at this stage of your career and why CPGC and the Castle Rock area will be beneficial to both you and the Club if selected.

**Expressions of interest in this matter should be conveyed to our Firm no later than April 29<sup>th</sup> 2022. Interviews will likely occur in Early to Mid-May with the successful candidate likely in place in late May 2022.**

**PLEASE NOTE THE IMPORTANCE OF THE FOLLOWING PRESENTATION OF YOUR PERSONAL INTEREST AND QUALIFICATIONS. YOU MUST SUBMIT IN THE NOTED MANNER!**

IMPORTANT: Save your resume and letter in the following manner:

**"Last Name, First Name Resume" &**

**"Last Name, First Name Cover Letter Castle Pines Golf Club"**

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Holly Weiss: [holly@kkandw.com](mailto:holly@kkandw.com)

#### **Lead Search Executives:**

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