

# KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

## **DIRECTOR OF MARKETING & COMMUNICATIONS: COLLETON RIVER CLUB BLUFFTON, SC**

### **THE DIRECTOR OF MARKETING & COMMUNICATIONS OPPORTUNITY AT COLLETON RIVER CLUB**

Located in the heart of the Lowcountry, just one and a half miles from the bridge to Hilton Head Island, Colleton River Club (CRC) is one of America's most prestigious communities. Nestled between the Colleton and Chechessee Rivers and overlooking Port Royal Sound and the Atlantic Ocean beyond, Colleton River Club is a truly unique and stunning luxury community with an incredible array of amenities and an extraordinary member experience.

This 1,500-acre community features two stunning clubhouses, Pete Dye and Jack Nicklaus Signature golf courses, both rated in Golf Digest's "Top 100", the Stan Smith Tennis Center, a fitness center and spa, nature trails, kayaking, boating, and sailing, a community dock, significant interest and social groups and a Lifelong Learning Center, as well as a significant number of guest accommodations in Colleton River Golf Cottages.

This is a tremendous opportunity for a highly qualified, capable, and motivated individual to become the Club's new Director of Marketing & Communications (DMC). This role will be responsible to develop and implement marketing initiatives designed to attract, increase, and retain members/residents in the Club. A "Brand Ambassador," the DMC will be the primary communicator toward enhancing the brand of the Community, and interacting with members and prospective members/residents, as well as other constituency groups who contribute to and influence the well-being and significant quality lifestyle provided by CRC.

Opportunities such as this do not come open very often; to live and work in the greater Bluffton/Hilton Head area at one of the most highly regarded residential club communities in the country, helping with new initiatives and encouraging greater engagement and connectivity with current members/residents is a special role for a unique and skilled individual.

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

### **ABOUT COLLETON RIVER CLUB**

To attest to the unique and special nature of this Community, consider the special and significant accolades and recognitions Colleton River Club enjoys:

- **GOLF WORLD 2010 READER'S CHOICE:** One of America's Top 20 Private Courses
- **PLATINUM RECOGNITION:** Top 15 U.S. Residential Club Communities – 2009 – 2018
- **LINKS MAGAZINE:** One of America's 100 Premier Properties
- **GOLF DIGEST INDEX:** One of America's 100 Premier Properties
- **CLUB LEADERS FORUM:** A Platinum Club of America – 2006 – 2012, 2018
- **TRAVEL & LEISURE GOLF:** One of America's Top 100 Golf Communities
- **GOLF WEEK'S BEST COURSES 2013/2015:** Top 100 Residential Golf Courses
- **DISTINGUISHED CLUBS OF AMERICA:** Emerald Distinction 2014 – 2018

Both of CRC's courses have been recognized by *GOLF MAGAZINE* as "One of the Top 100 Greatest Courses in the U.S."

[www.kkandw.com](http://www.kkandw.com)

Colleton River Club is member-owned and was turned over from the Developer in 2008. The Community and amenities are one entity; anyone owning property in CRC is also a member of the Club and responsible for dues applicable to every home and homesite. There is only one class of membership and property purchase is required for membership.

CRC enjoys seven miles of shoreline along the two rivers it borders and is adjacent to a 1,000-acre maritime forest. There are 704 buildable lots within the community and, at present, approximately 400 rooftops including 9 Golf Cottages.

The Club is in the process of potentially acquiring the final 100+ lots owned by the Developer and a major part of the new DMC role will be to assist in the marketing of these properties in collaboration with the real estate community, developing relationship with builders, etc. As part of this overall initiative, CRC will also be undertaking a major renovation of the Nicklaus Clubhouse in January 2020 and additional amenities expansion and upgrades over the next several years.

### **COLLETON RIVER CLUB BY THE NUMBERS**

- Approximately 700 members at present
- \$15,000 Capital Contribution fee is assessed at closing (non-refundable)
- \$15,750 annual member dues
- Annual per member \$4,050 replacement reserve assessment
- \$18.8 M gross volume of CRC operations
- \$12.5 annual operating income derived from dues
- \$1.8M F&B volume
- 9 Board members each serving three-year terms
- CRC uses JONAS software for operations
- CRC uses MembersFirst for its website management

CLUB WEB SITE: [www.colletonriverclub.com](http://www.colletonriverclub.com)

### **DIRECTOR OF MARKETING & COMMUNICATIONS – POSITION OVERVIEW**

The Director of Marketing & Communications (DMC) role reports directly to the Colleton River Club GM/COO (highly regarded and in the role at CRC since 2013) and work collaboratively with him, the CRC Team and the Marketing & Membership Development Committee comprised of members, generally with experience in this area. With the development of the newly acquired properties now member-owned, a major portion of the DMC's efforts will be to act as the lead community representative for initiating marketing programs, engaging prospective new members/residents, and generally being the overall 'brand ambassador' for CRC.

This role requires exceptional strength in communications, both written and verbal, as well as knowledge of appropriate and necessary CRM and SEO tools to strategically enhance CRC's presence and brand awareness in local, national, and international markets. Utilizing appropriate and relevant social media and other technological tools is critical, as is the knowledge of, or quick assimilation of understanding and implementation of website optimization and other digital marketing strategies and positioning.

Additionally, important is a personal presence and comfort with making presentations, both internally and externally, and with multiple constituencies. Working effectively and naturally in front of large and small groups, considering, and presenting accurate and desired information and analytics are part of the role, requiring a commensurate level of personal 'presence' to gain support and confidence from such groups.

Having current or previous membership marketing experience is helpful, but not required. Most important is a naturally self-motivated style, as well as being persistent, collaborative, focused, relevant to current trends and possessive of a positive 'can do' attitude. Many of the activities that will flow through and be part of the DMC's role are new and require an exceptionally strong attention to detail, ability to manage multiple priorities, and work effectively with a diverse array of individuals and motivations, while also setting strategic objectives and measuring their effectiveness.

The Director must be a relationship builder and be successful in winning the trust and confidence of members, guests, prospective members, realtors, and community influencers.

#### **KEY PRIORITIES FOR SUCCESSFUL TRANSITIONING TO THIS ROLE:**

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

- Spend considerable time learning about Colleton River Club, its team, its members, and the history of the community; be exceptionally visible, interactive, and present.
- Quickly review and understand the website marketing programs, collateral materials, key relationships both internally and externally, and working with the GM/COO and Membership Marketing Committee, develop an actionable marketing plan with SMART goals---specific, measurable, attainable, relevant and time sensitive. Develop a strong local market awareness in addition to broader scale and focused programs.
- Do market research and understand what similar local/regional/national properties have/do to compete with CRC; benchmarking is necessary and helpful to create the CRC plan.
- Able to recognize that the 100 lots CRC is looking to attain in the near future are critical and valuable assets to market; making sure that the plan to do so is fully comprised, supported, and executed.
- Moving CRC from a 'golf-centric' to 'exceptional lifestyle-centric' community is going to be a key responsibility of the DMC.
- Being seen as the 'thought leader' in this area of CRC operations is critical; developing strong, positive, energized relationships early in one's tenure is critical.

#### **CANDIDATE QUALIFICATIONS**

- Ideally, a minimum of 5 – 7 years' experience in Marketing and Sales responsibilities, with prior experience in a Homeowners Association and Marketing/Membership Committee is preferred.
- Understanding and experience in real estate sales techniques in a private club and/or residential community setting is extremely helpful, but ultimately, we are looking for a marketing "pro"!
- Proficiency and experience with the suite of Microsoft products and Photoshop.
- Experience with website development and maintenance is required.
- Dynamic interpersonal communication skills, and a natural ability to positively engage a wide array of constituencies is critical.
- Possessive of creativity and strategic skills in mapping, analyzing, and executing marketing programs to differentiate CRC in a crowded market of residential communities.
- Demonstrated creative writing skills and exceptional proofreading ability/attention to detail is required.
- Highly organized and possessive of a professional demeanor, a gracious attitude, and the ability to interface with a luxury clientele; demonstrated ability to establish and maintain effective working relationships with all departments, team members, current and prospective members, business partners, committees, and the local community.
- A strong desire to live and work in the Lowcountry and embracing of the potential variation of time commitment and flexible work hours necessary to be effective in this role, including the need to occasionally work nights, weekends, holidays, etc., as necessary to fulfill the 'brand ambassador' role.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

Preferably, a bachelor's degree in Marketing or business administration, with a commitment or historical involvement in on-going professional development certification programs.

## **SALARY & BENEFITS**

Salary is open and commensurate with qualifications and experience, and CRC offers a comprehensive benefits package.

## **INSTRUCTIONS ON HOW TO APPLY**

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

**Preparing a thoughtful cover letter, clearly articulating your alignment and "fit" with the above noted expectations is required.**

Your letter should be **addressed to Mr. Tim Bakels, GM/COO** and clearly articulate why you want to be considered for and how you meet the specifics of this position at this stage of your career along with why Colleton River Club and the Bluffton/Hilton Head area will likely be a "fit" to you, your family and the Club if selected.

**Expressions of interest in this manner should be conveyed to our Firm no later than August 15, 2019. Candidate interviews are expected to occur in early September with the successfully selected candidate likely in place in Fall 2019.**

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter, CLUB NAME"

(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 Patty Sprankle: [patty@kkandw.com](mailto:patty@kkandw.com)

### **Lead Search Executive:**

Kurt D. Kuebler, CCM

Partner

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