

PIEDMONT DRIVING CLUB

Title: Communications Specialist

Reports to: Clubhouse Operations Director

Supervises: None

Date Created: October 2018

Related Titles: Publications Specialist; Communications Coordinator

Classification: Nonexempt

Required Qualifications:

- Bachelor's degree in English, Communications, Public Relations, Graphic Design or related major
- Familiarity with graphic design
- One+ year of experience working with computer graphics software including In-Design, Illustrator, Photoshop and/or Adobe Acrobat
- Strong proficiency with Microsoft Office Suite including PowerPoint and Publisher
- Website content management experience
- Strong proficiency in grammar, copywriting, editing and proofreading

Preferred Qualifications:

- Experience using database programs

Job Summary (Essential Functions)

Promotes the quality, efficiency and ease of communications to members. Encourages member use of the Club through personal, electronic, and written communication to enhance the overall enjoyment and value of their membership. Maintains a positive, professional, friendly, and outgoing manner at all times to reflect the values and culture of the Club. Develops the Club's communications programs and publicity efforts.

Oversees the development, production and distribution of the Club's newsletter (Tally Ho), weekly e-mail reminders, statement stuffers, as well as other written and online communications including departmental flyers, text messages and other notices to the membership. Responsible for coordinating the graphic design of the Club's regular publications, communication pieces, as well as miscellaneous other published materials. Responsible for website administration, including creation of new and updated web pages and content.

Job Knowledge, Core Competencies and Expectations

- Strong written and verbal communication skills, as well as creativity and originality
- Skilled in feature writing, copywriting, proofreading, and editing
- Proficiency with computer graphics software, including Adobe InDesign, Illustrator, Photoshop and Acrobat; Microsoft Office, PowerPoint, and Publisher
- Experience using spreadsheet and database programs
- Detail oriented self-starter with excellent time management skills and the ability to organize and prioritize
- Solutions-oriented approach with the ability to work independently

Job Tasks/Duties

Print and Electronic Communications

- Develops and directs effective and attractive printed and electronic communications
- Coordinates department contributors for the Club newsletter; ensures timely submission of all articles and photos for the Club newsletter
- Writes, composes, and edits all Club newsletter articles; collects, organizes, and submits all copy for production on a timely basis; proofs content for corrections and changes

- Edits and prepares photographs for publication
- Responsible for development, content, accuracy, and quality of written communications for the Club
- Supports and promotes activities developed by Club staff (e.g., golf, tennis, squash, fitness, dining, and special events)
- Creates print materials for all aspects of the Club, including promotional pieces, menus, athletic tournaments, and in-house signage for display or mailing
- Occasionally takes photos for use in Club publications
- Assists in coordination of the master/event calendar in Microsoft Outlook and online

Website

- Works with department heads to determine web needs
- Maintains and enhances the Club's website content and usage for members and staff
- Initiates targeted e-mails and texts to member groups from the website
- Periodically reviews website design and updates, as needed
- Maintains online member directory and provide web assistance to members and staff
- Conducts staff training, individually or in small groups, for designated website editors
- Maintains relationship with website content vendor

Other

- Other writing, editing, and design work, as assigned
- Actively seeks innovative ways to improve the communication of information to members
- Maintains awareness of trends in club marketing and apply to PDC communications
- Plans and develop training programs and professional development opportunities for him/herself and other staff members
- Performs other duties and tasks, as assigned

Licenses and Special Requirements

May be asked to take related skills assessments (e.g., software, editing, proofreading, etc.) as part of interview process

Physical Demands and Work Environment

- Must be able to reach, bend, stoop, stand and lift up to 40 pounds
- Must be able to sit for prolonged periods of time
- Moderate noise level in the work environment
- Must be able to handle hot and cold interior and outdoor conditions

To apply, please visit our Career's page on our website: <https://drivingclub.applicantpool.com/jobs/>