KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

DIRECTOR OF MEMBERSHIP, MARKETING AND COMMUNICATIONS:
THE SEAGATE CLUBS
DELRAY BEACH, FLORIDA

DIRECTOR OF MEMBERSHIP, MARKETING AND COMMUNICATIONS (DMMC) AT THE SEAGATE CLUBS

The Seagate Clubs, located in Delray Beach, Florida are privately owned and operated, and are going through a transformation with the intention of becoming one of the most fully amenitized and desirable clubs in the South Florida market. Located along the vibrant and Atlantic Avenue in trendy Delray Beach, the Clubs complement the nearby Seagate Hotel & Spa, for whom guests also enjoy access to these private membership operations.

The new DMMC will be a key part of the branding and image of the Clubs, and in conjunction with the new General Manager will lead in the marketing, both internally and externally, membership recruitment and retention efforts, as well as enhancing the overall member and guest engagement effort in these re-imagined club operations. This is a tremendous opportunity to join a dynamic, innovative, motivated and energized team and culture, and is ideal for a first-class membership and marketing professional who desires to be in a vibrant South Florida market with a tremendous future.

ABOUT THE SEAGATE CLUBS

The Seagate Country Club features one of the finest championship golf courses in all of Palm Beach County. The club and its restored course are open to members and hotel guests of The Seagate Hotel & Spa.

In 2012, Seagate Hospitality Group, operators of The Seagate Hotel & Spa, The Seagate Beach Club, The Seagate Country Club, The Seagate Yacht Club, and The Seagate Residences, acquired the club formerly known as Hamlet Country Club. Noted golf architect, Joe Lee, originally designed the 18-hole course. Gene Bates, of Bates Golf Design Group, directed a restoration with consultation from PGA Tour golfer, Jeff Sluman.

The practice facility features a fully outfitted driving range, putting green, short game pitching and bunker areas, as well as a staff of PGA professionals. Additionally, the Seagate Country Club features a full-service clubhouse, fitness center, pool, Har-Tru tennis courts, casual and upscale casual dining, and banquet space for special events.

Members and guests of The Seagate Country Club enjoy themed dinner parties, holiday celebrations, member mixers, fashion shows, wine tastings and barbeques.

The Seagate Beach Club offers a heritage of distinguished charm and history. This private oceanfront club is located directly on the beach in downtown Delray, approximately 3 miles from The Seagate Country Club.

Built on the footprint of the previous club, in a British Colonial style with a Bahamian influence, casual elegance is reflected in the soft, contemporary interior. With the only beach club access for miles north and south, The Seagate Beach Club offers both indoor and outdoor dining, has full beach service, a private pool and a wide array of seasonal events and activities.

The Seagate Yacht Club is approximately .5 miles from The Beach Club and has 44 slips accommodating boats from 40 ft. – 120 ft. in length, and provides basic amenities like a lounge area, ship store, laundry and complimentary parking.

SEAGATE CLUBS' BY THE NUMBERS

- Approximately 600 members in all categories at present
- $30,000 Initiation fee for Full Membership, $16,200 for Golf

- Approximately $12.0M Gross volume for both clubs
- Approximately $5.0M F&B volume for both clubs
- Average age of members is approximately 60 years

THE SEAGATE CLUBS' WEBSITES: www.seagatedelray.com, www.seagategolf.com, www.theseagateyachtclub.com

DIRECTOR OF MEMBERSHIP, MARKETING AND COMMUNICATIONS POSITION OVERVIEW

The Director of Membership, Marketing and Communications will develop and implement marketing initiatives designed to attract, increase, and retain membership in the Club. The position will enhance The Club brand through development and distribution of written and digital communications. The Director will lead marketing activities that will promote the Seagate Clubs (SC) brand and act as an Ambassador within the community, as well as on a local and national level. The Director must be a relationship builder and be successful in winning the trust and confidence of Owners, members, guests, prospective members, realtors, and community influencers.

Essential Job Duties Include:

- Leads the development and execution of the Club's membership marketing and communications plans to attract new members and increase Club usage of existing Members. The Director will develop recruitment and retention campaigns.
- External marketing of SC to real estate agents and prospects. Monitors real estate agents' websites to ensure that SC information is accurate and current, sending timely sales leads to appropriate real estate professionals and monitors progress with agent and the prospect.
- Responsible for strategy and tactical execution of club marketing and sales' efforts, both externally and internally, in order to maintain acceptable membership levels and budget expectations. A key component of this position is public relations and the ability to effectively network and represent Seagate Clubs in the local community and beyond. Active participation in organizations such as the Chamber of Commerce, Board of Realtors, etc. will be an expectation.
- Maintains and enhances the SC digital strategy, to include public and private Website, Facebook, Twitter, and others.
- Will be highly visible within the membership in order to seek opportunities for potential new members, as well as to assess club culture for appropriate events, programming, and customer satisfaction levels. Attends member functions and photographs events for the member website, newsletter and other communications.
- Manages activities of Website Maintenance and Social Media engagements
    - Ensures website optimization to attract "conversions"
    - Coordinates and evaluates all Website and Social Media contracts
    - Communicates relevant SC news, videos, etc. to Social Media outlets
    - Google Ad Word Campaign if required
- Google Analytics Reports on website traffic
- Develops and maintains positive relationship with local media through press releases, story pitches, networking lunches, and other familiarization events.
  Works closely with the Seagate Hospitality Company corporate office and other Seagate operations locally in development of a strategic membership plan to attract new Members and meet Membership goals.
- Membership prospects: maintains data base of Membership prospects; serves as Lead community representative for couples during experience weekends. Details include: tee times, tennis times, dining reservations, and other related activities; introduction and drive around of the community and other Seagate properties; coordination with Club Ambassadors (if developed); and communication with key managers involved in creating a memorable experience. Follow-up communication with prospects and email lists will continue to promote interest in the community and real estate on the market.
- Newsletter: coordinates writers and others who assist with Club's newsletter. Position will be responsible for the overall design and layout, editing of all articles, timely submission to the printer, and distribution to the membership.

CANDIDATE PREFERRED EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Ideally, a bachelor's degree in Marketing with minimum of 5 – 7 years' experience in Membership Marketing and Sales
- Preferably a member with accreditation in PCMA or similar professional organizations
- Must have 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 and business partners
- Demonstrated understanding and experience in membership sales techniques with upscale clientele in a private club
- Proficiency and experience with Microsoft Office Applications and, ideally, Photoshop or similar programs
- Experience with website development and maintenance is required
- Dynamic interpersonal and written communication skills; demonstrated creative writing skills and exceptional proofreading ability
- Highly organized and presents a professional demeanor
- The ability and motivation to occasionally work nights, weekends and holidays when and where appropriate to engage and build strong member relationships

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical professional educational support and benefits, the Club offers an excellent bonus and benefit 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 letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be **addressed to Karl Bublitz, General Manager, The Seagate Clubs**, and clearly articulate why you want to be considered for this position at this stage of your career and why The Seagate Clubs and the Palm Beach County area will be beneficial to you, your family, your career, and the Club if selected.

This role is currently vacant and we are hoping to fill it as quickly as possible. As such, your interest in this role must be communicated in the above manner as soon as possible but no later than August 25, 2020. Interviews are expected to occur in early September with the new DMMC assuming his/her role soon thereafter.

IMPORTANT: Save your resume and letter in the following manner:
"Last Name, First Name - Resume"
"Last Name, First Name - Cover Letter - Seagate"
(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.

If you have any questions, please email Patty Sprankle: patty@kkandw.com

Click here to upload your resume and cover letter.

LEAD SEARCH EXECUTIVE:

Kurt D. Kuebler, CCM
Partner, KOPPLIN KUEBLER & WALLACE
561-747-5213 – Jupiter, FL
kurt@kkandw.com