

Donalda Club



CAREER OPPORTUNITY

MEMBERSHIP, MARKETING AND COMMUNICATIONS DIRECTOR

WHO ARE WE?

Donalda Golf & Country Club, founded in 1960, is a prestigious year-round private country club that offers a high standard of social, athletic, and dining facilities to our members and their families. We are located in central Toronto and accessible by TTC.

Our caring and attentive staff members are focused on providing authentic hospitality and meaningful experiences to each and every member and guest. Our Club is a place where high expectations are not just met, they are exceeded by making our members and guests feel special.

We are seeking a dedicated, Membership, Marketing & Communications Director. This is a permanent, full-time, salaried position with benefits.

AN OVERVIEW OF WHAT YOU WILL DO:

This key individual plays an important role in modelling to prospective members what the Donalda Club is as a community. This position is responsible for the Membership, Marketing and Communications function at the Donalda Club. This responsibility includes membership sales and retention, the generation and the full cycle of administration of candidates for membership.

Also included is the development of membership marketing programs to achieve membership sales and retention goals and maintaining and expanding a database of potential candidates achieved primarily through current members but with a view of marketing the Club into the community under the guidance of the General Manager and policies of the Board and Membership Committee.

Using relationship building strategies, this individual will provide excellent orientation to new members and gather important feedback from prospective and new members who will assist Donalda Club to meet and exceed member expectations in all areas including administration, athletics, services, programs and activities.

As a member of the senior management team, the Membership, Marketing and Communications Director is responsible for marketing strategies and brand initiatives as well as Club communications.

HIGHLIGHTS

Marketing

- Develop sales and marketing strategies and initiatives to promote the Donalda Club with a view to generate new membership, retain current membership, and overall promotion of the high level and variety of services available to members. Actively solicit sales and marketing feedback and analyze the results considering Donalda Club's philosophy, mission, core values, and goals and objectives and work with the team to refine key strategies and develop improved programs and data. Assist with prospective member, new member, and any activities related to membership marketing. Assist with the formulation of ideas and implementation of new programs to satisfy the growing social activity needs of our members.
- Respond to prospective member inquiries. Ensure follow-up communication with all prospects. Conduct introduction tours of Donalda Club for prospective members and orientation tours for new members. Assist prospective members in fulfilling application requirements. Ensure candidates are properly and fully apprised of Club traditions, culture, policies, rules and regulations prior to approval. Properly orientate and integrate new members into the Club. Follow through with progress reports regarding new member integration.
- Process all requests for transfers of membership. Process member resignations; develop reports and undertake special projects as applicable if retention problems arise. Determine markets to be canvassed for qualified individuals and complete **and** maintain perpetual member invitee roster. Produce and update monthly, or as needed, membership statistics and demographics to include but not limited to: all members, resignations, and applications received.

Communications

- Responsible for Club communications vehicles, including the website, member bulletin boards, Sundial, and all graphic and visual presentations throughout the Clubhouse, and to ensure Club marketing tools and strategies are of the highest standard of quality and presentation, cutting edge in design, timely, accurate, consistent and constantly evolving to meet the communication needs of our membership.

Branding

- Raise the profile of the Donalda brand so it is immediately identifiable by members and staff as being product or service of the highest quality.
- Ensure that all collateral reflects the Donalda Club's unique corporate identity; ensures that the use and rendition of the Donalda Club logo and any brand identification is appropriate and consistent; and will ensure that whenever these visual signifiers are used, they are used on product and creative materials of a quality consistent with the standards of the Donalda Club.

WHAT YOU WILL NEED

- Five (5) years industry sales experience with proven sales record in relationship sales
- University Degree – Business Administration/Sports Management/Marketing is required (Hospitality education an asset)
- Two (2) years supervisory experience in a related field
- Active in industry associations/groups
- High degree of computer literacy: Word processing, database, sales management software, Windows, E-mail, Internet and email marketing. Knowledge of Search Engine Optimization.
- Proficiency of Adobe Illustrator, Adobe Photoshop, Adobe InDesign is an asset
- Excellent English written and oral communication and presentation skills
- Superior organizational and time management skills with the ability to prioritize multiple projects and deadlines
- Strong discipline for handling administrative duties
- Strong interpersonal and supervisory skills
- Team player with a collaborative approach to work
- Strong member service oriented
- Well groomed, mannerly and professional at all times
- Work hours may vary and will exceed 44 hours
- Salary is compensation for all hours of work, subject to the requirements of the Employment Standards Act, 2000 or any successor or amended legislation (the “**Employment Standards Act**”).

WHAT WE OFFER

- Medical/Pension benefits
- Paid sick day policy.
- Complimentary staff meals
- Complimentary parking
- Weekdays; evenings and weekends as required.
- NOT a remote working position

COVID-19 CONSIDERATIONS:

All staff will be provided the necessary PPE including reusable face masks, hand sanitizer and equipment disinfectants. In addition, signage has been posted throughout the Clubhouse and hand sanitizer has been provided at all entry points.

Those individuals who are interested in applying, please complete the Online Application form on our website at www.donaldclub.ca. Please do not send us your resume without first applying on our website.

No telephone calls please.

We thank all applicants for their interest and will only contact those selected for an interview.

Applicants who do not already have legal permission to work in Canada will not be considered.

Donalda Club is an equal opportunity employer. Accommodations for disabilities will be provided to support participation in all aspects of the recruitment process.