



The Director of Membership, Marketing and Communications will help create marketing strategies designed to attract, increase, and retain Sunningdale members. (S)He will promote The Club brand through development and distribution of all communications both written and digital. The Director will lead marketing activities that will promote Sunningdale's brand locally and club wide. This position works closely with and reports to the Club's General Manager.

About the Club:

Sunningdale Country Club is an exclusive private club located in Scarsdale, NY (Westchester County). The club has a reputation for an incredible golf course, strong F&B programming and a long tenured staff that is treated like family by the membership. Sunningdale has approximately 350 members and is open 8 months out of the year. The Club does \$8.1 million in total revenue annually, with \$1.4 million coming from F&B. The Club is currently in the process of forming a Long Range Strategic Plan and a 20 year Capital Reserve Study. Sunningdale has always been committed to improving its already meticulous grounds with further capital improvements.

Essential Job Duties:

- 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.
- 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. Active participation in The Membership committee and monthly reporting to the Board and Executive committee.
- Maintains and enhances the Sunningdale digital strategy, to include public and private Website, Facebook, Instagram, LinkedIn, and others.
- Create all membership and event collateral materials
- 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.
- Maintains club website and all email campaigns
- Google Analytics Reports on website traffic
- Maintains data base of Membership/analytics
- Serve as the chief writer for member-focused programs and events creating and developing written and visual content
- Guide departments on proper use of Sunningdale Logo on printed, promotional and display materials.
- Lead the development and oversee daily management of CRM platform
- Help to create and implement a new member orientation program that helps integrate new members into the Sunningdale family.

- 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.
- Any additional tasks/projects assigned by the General Manager

Preferred Education and Qualification:

- Ideally, a bachelor's degree in Marketing with minimum of 1 – 3 years' experience in Membership Marketing and Sales
- Knowledge of Golf and Private Clubs
- 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 with 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

Compensation & Benefits:

- Competitive salary
- Annual bonus
- Cell phone, clothing and education allowances
- Medical, Dental, Vision, 401K (after waiting period)
- Short Term Disability and Life Insurance
- Relocation reimbursement (if coming from out of the tri state area)

To apply, please email resume and cover letter to Dana Cancellaro, CCM – General Manager
dcancellaro@sunningdale.org