

POSITION DESCRIPTION



Membership,
Marketing &
Communications
Coordinator

Full Time Position

Overview of Role

The Marketing and Communications Coordinator is an integral role within the Royal Geelong Yacht Club team.

The role focuses on the delivery of marketing and communication activity across all elements of the club – with a focus of maximizing business to consumer revenue streams. This will require work across three key segments (but not be limited to):

- Club Memberships Sales, Retention and Engagement
- Major Events Marketing and Communications
- General Club Marketing & Communications

The role is often the first point of contact for new Members at the Royal Geelong Yacht Club. As such, the role requires an individual with an outgoing and friendly personality.

Broadly, the successful applicant will be responsible for the initiation and implementation of marketing activity across all club channels including website, email, social, media, PR and above the line marketing initiatives.

Reporting to: General Manager

Key Working Relationships:

- General Manager
- Finance Manager
- Major Events Manager
- Sales & Relationships Manager
- Club Operations Administrator

External:

- External marketing and PR agencies / contractors

Job/Task Profile

1. Membership Recruitment, Retention and Engagement

- Oversee the Membership Operations Budget
- Liaise with external marketing contractors on delivering our membership recruitment and engagement strategies.
- Work with Club Operations Administrator to develop & plan for Member events and hospitality (Club Operations Administrator to deliver)
- Create and distribute new Member information packs
- Responsible for new Member Induction and implementing Member meet and greets (e.g. monthly New Members Night)

- Maintain an up to date Membership database using Micropower
- Facilitate the Membership pathways by establishing and monitoring communication points at each stage of Membership (e.g. from a Learn to Sail Course to signing up for Membership)
- Prepare monthly (or more frequently as required) membership reports for Board and staff meetings
- Monitor and implement membership renewal processes
- Design, coordinate, and collate data from Member satisfaction surveys
- Manage and update Member Benefits document

2. Major Events

- Work with Major Events Manager to set event marketing and revenue objectives for each event and develop the strategy / action plans to deliver upon them.
- Responsible for the implementation of the marketing strategy for each event across all channels.
- Design marketing collateral and signage as required for Major Events.
- Work with Major Events Manager to generate monthly sales reports for the board and staff.
- Work with Major Events Manager to design, coordinate, and collate data from Member satisfaction surveys.

3. General Club Marketing & Communications

- Ownership of all club marketing channels and delivering / overseeing the generation of the content for each.
- Liaise with external marketing contractors on overall marketing strategy and its implementation.
- Control the club's brand & style guide to ensure consistency and maintenance of a professional image
- Work closely with the Sailing Academy Coordinator to promote programs with a view to facilitating membership pathways
- Design of all club event flyers, templates and collateral using programs such as In Design/Photoshop/Illustrator/Canva
- Edit and oversee weekly newsletters using Mail Chimp
- Responsible for creating and posting content to RGYC social media platforms, including Facebook, Twitter and Instagram.
- Generate new content for website blogs on a regular basis
- Collate and coordinate content for annual printed club magazine, assist with editing process
- Assist with design and content for any additional marketing materials
- Provide monthly reports for Board meetings
- Create and manage content for in house television, power point displays and point of sale displays.

Key Selection Criteria (Skills and Competencies)

Essential:

- Experience in Membership based organisation
- Experience in developing marketing strategy and implementation
- Knowledge of design programs such as Photoshop, Illustrator, In Design or other
- Advanced knowledge of Microsoft Office Suite particularly Excel.
- Advanced knowledge of social media platforms. Demonstrable experience working with Facebook, Instagram, Twitter.
- Experience in writing media releases, newsletter and blog content
- Experience in digital media (uploading content to websites)
- Experience in Mail Chimp or other EDM platform
- Strong interpersonal skills with customer focus
- Strong communication skills – listening, verbal and written
- Strong organizational skills
- Ability to use initiative
- Ability to work autonomously as well as within a team

Desired (but not essential):

- Experience with Apple Macintosh computers and products
- Experience with video editing software
- Experience in function and event coordination
- Experience in yachting and boating industry
- Experience in sporting club environment

Hours of Work:

- 75 hour fortnight
- Flexible hours, some seasonal evenings and weekends required

Salary, Superannuation and entitlements:

- Annual salary paid fortnightly into account of choice.
- Statutory superannuation paid into fund of choice
- 4 weeks annual leave

Personal leave and other entitlements in accordance with the relevant Award and conditions.

Royal Geelong Yacht Club is an equal opportunity employer, we are committed to supporting people with disability gain employment and develop their careers with us – if you meet the above requirements we encourage you to apply.

Our Club Values

- **UNITY**
Members will be unified by decision-making based on consensus and through open and regular communication.
- **RESPECT**
All members will listen to and acknowledge feedback, and treat each other as equal. We will all conduct ourselves by agreed standards, and be positive in our thoughts and actions.
- **ACCOUNTABILITY**
Members and staff will be responsible for their actions by following clear procedures, goals and guidelines.
- **PROGRESSIVE**
We will pursue an innovative and transformational path, ensuring that our decisions are informed and balanced.
- **OPEN**
We will be transparent in our decisions and communication to and amongst members. We embrace community involvement with the Club.
- **MARITIME SPIRIT**
Maritime Spirit We will respect and celebrate our traditions, yachting history and the maritime spirit and leave a legacy for future generations.