



JOB DESCRIPTION

TITLE: Graphic Designer / Communications Manager

DEPARTMENT: Administration

REPORTING TO: General Manager

POSITION SUMMARY: The Graphic Designer/Communications Manager is responsible for creating and implementing a strategic, multi-faceted communications program designed to build and strengthen the Club's brand as a leader in the Private Club industry.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Assist in the development of a strategic communications plan to support the Club's mission, goals and objectives and to create a visual brand standard that reinforces these initiatives
- Build and foster collaborative relationships with other departments within the organization to stay informed or new initiatives, products and services
- Identify opportunities to support organizational initiatives and develop communications materials and programs to promote and publicize these activities
- Ongoing refinement of the Style Guide in collaboration with the General Manager
- Develop high quality graphics for flyers, newsletters and entertainment themes
- Design, write and edit all guides, newsletters, brochures, presentations, flyers, posters, guides, power point presentations, calendars, banquet packets, invitations, signage, etc.
- Anticipate and plan graphics workload and coordinate with Club staff and Members. Maintain strict adherence to delivery schedules.
- Maintain in-house archives
- Be proactive and effective in creating best practices to facilitate all Club communications
- Maintain the Club website with daily, weekly and monthly updates and web blasts. Manage the Agency in the development of future releases, population of website data and Club activity updates.
- Work with existing and new vendors to ensure the Club has the most cost effective and best quality printed supplies and paper products (menu paper, note cards, envelopes, paper, etc).
- Take photos and/or video and produce DVDs as required for functions

This information is designed to present the key duties and requirements necessary to achieve the job's results. It is not intended to be a comprehensive list of all duties, responsibilities, and qualifications. Management reserves the right to change, rescind, add, or delete the functions of this position at any time.

Position Requirements

- Advanced skills in Power Point including use of color palates, master slides, animation, imported elements and template creations
- Advanced skills in InDesign, Photoshop, Illustrator, Microsoft Word and Excel
- Experience with Database Management Software
- Excellent creative writing, project management and communication skills
- Highly organized and a skilled multi-tasker
- Exceptionally creative and detail oriented
- Ability to understand, interpret and write about Club industry information

Minimum Education Level

- BA or BS in Graphics Design and coursework in Advertising and Communication

Experience

- Minimum of 3 years professional work experience as a Graphic Designer
- Proven experience communicating in Clubs, Resorts, Hotels, or other hospitality arenas and/or Advertising Agencies is a plus

Physical Requirements *(The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)*

- Must be able to lift up to 25 lbs. to waist height
- Frequent reaching, bending, turning, kneeling and stooping
- Must be able to sit for extended periods
- Repetitive motion required including computer entry
- Normal vision and hearing ranges required

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