

NEWPORT YACHT CLUB STONEY CREEK INC
Marketing Director

General description:

Director of Marketing is responsible for external marketing initiatives that will result in an increase in members to meet annual targets as well as communications within the club.

The goal is to increase the number of boats in the yacht club's as well as social membership in order to thrive as a club.

Specific responsibilities

1. Lead and supervise volunteers on committees to produce and distribute both external and internal communications
2. External Communications
 - Marketing strategies to create awareness of the yacht club, ideas for promotional events or activities and organize them efficiently
 - Yacht club's agent for external parties such as media, stakeholders and potential members and build strategic partnerships
3. Internal Communications
 - Produce content for the yacht club's online presence, newsletter, photo library, editorial design and organizing the publications
 - Club clothing and logo merchandising committee
 - Volunteer coordination

Requirements

- Previous experience on the Marketing committee or in a marketing position would be ideal
- Excellent leadership, organizing and creative skills
- Excellent communication and interpersonal skills
- Familiar with current and online marketing techniques, best practices and knowledge of web analytics (e.g. Google Analytics, WebTrends etc.) and Google Adwords

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