



**POSITION:** Sales & Marketing Manager

**LOCATION:** SPY&CC

**REPORTS TO:** General Manager

### **I. Position**

Marketing & Sales Manager

### **II. Position Summary**

This position is responsible for the development and implementation of sales and marketing strategies, plans, and programs primarily designed to increase golf rounds played, maximize revenues, and promote a positive image of the facility. Responsibilities include the implementation of various strategies including direct and/or telephone sales, direct marketing communications, advertising, special event promotions, public relations, media relations, and community & municipal relations, etc. Responsibilities also include conducting periodic market research to provide information essential for revising current programs, which enhance the Company's competitiveness in the marketplace, as well as for fiscal and operational analysis as appropriate. Additionally the SMM is to develop and implement programs, projects and activities designed to increase and retain membership in the club.

### **III. Job Tasks (Additional Responsibilities)**

1. Develop and implement sales, marketing and public relations plans and strategies which serve to increase club usage in all revenue generating departments.
2. Promote a positive Company image, and maximize revenues according to overall fiscal and operational budgeted goals.
3. Build relationships with media, hotels, convention contacts, golf associations, civic organizations, etc.
4. Promote group outings, special events, and tournament play.
5. Conducts tours for prospective special event customers and prospective members.
6. Manage communication between departments to help ensure coordination of activities. Maintain positive relationships and communicate clearly, tactfully, and persuasively with employees, customers and outside contacts as applicable. Ensure that all employees, especially customer contact personnel, fully understand all pertinent details in order to maximize customer satisfaction.
7. Represent the Company in meetings and/or presentations with various clients, municipalities, and other outside agencies regarding the marketing related plans and strategies.
8. Review and analyze internal and external market information, which reflects customer purchase, usage, and satisfaction with Company products and services. Monitor and track results of marketing and sales efforts, analyze budget variances and recommend revised action plans to achieve budgeted goals.
9. Assure the efficient and timely submission of all required operational, 90 day action plans, financial, budgetary and related marketing and pace reports.
10. Updates the club's Web site, maintains Facebook Page, and Twitter Feed, and assembles the weekly member email update blast in Cybergolf in coordination with the General Manager and the Administrative Assistant
11. Maintains the member bulletin boards and special events collateral table.
12. Sells golf, social, and pool memberships in accordance with established club and client initiatives.
13. Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
14. Promotes club activities using table tents, newsletters, direct mail flyers and other means.
15. Holds prospective member functions.
16. Calls and requests active members to make personal referrals and to assist with recruitment efforts.
17. Determines markets to be canvassed for qualified individuals and completes and maintains perpetual member invitee roster.
18. Follows-up on telemarketing efforts, member referrals, leads from staff, catering contracts, newspaper articles, lists, publications, etc.
19. Researches the need for on-going sales promotions regarding demographics, market segmentation data, etc.

20. Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained.
21. Interacts with local Chamber of Commerce, "Welcome Wagon" and other community organizations to network and market the club.
22. Is present during club operating hours and events to assist in meeting and greeting members and guests.
23. Coordinates an annual VIP golf tournament.
24. Completes other appropriate assignments made by the general manager.

**Qualifications:**

- BA or BS degree preferred.
- 5 years applicable marketing, sales, and management experience, preferably in the golf industry.
- Demonstrated experience and capability in the areas of budget development, fiscal management, strategic planning, staff management, marketing, sales, public relations and community relations.
- Demonstrated quality written, verbal, and interpersonal communication skills.
- Ability to analyze and solve problems; efficiently handle multiple duties under pressure with minimal supervision; work flexible hours as required including nights/weekends.
- Positive attitude, professional manner and appearance in all situations.

**Supervises:**

May supervise telemarketing and/or direct sales staff

**Classification:**

Full-time, Salaried, Exempt

**Working Conditions:**

Work hours may include days and evenings on weekdays and weekends. Subject to inside and outside environmental conditions. May be exposed to inclement weather, potentially dangerous pesticides, herbicides, and fertilizers, misdirected golf balls, sharp and rapid equipment movement. Injury may result as a result of exposure to the above if safety policies and practices are not properly followed at all times.

**Machine/Equipment/Tools Used:**

General office machines such as typewriters, personal computers, printers, copiers, fax machines, calculators, telephones, etc. VDT glare screen and wrist rest. Golf clubs, golf cars.

**Physical Requirements:**

Must have the ability to:

- Give verbal and written instructions
- Read and write (English)
- Communicate verbally with staff and customers
- Visually inspect all work areas
- Perform mathematical calculations involving fractions, decimals, and percentages
- Retrieve information from technical sources
- Stand, walk, push, pull, lift, grasp, bend and kneel for up to 5 hours at a time
- Lift up to 50 lbs occasionally, 20 lbs frequently, and 10 lbs constantly

I have read and understand all of the above. I have reviewed the principle duties for which I am responsible as well as the working conditions and physical requirements. I understand this document does not create an employment contract, and that I am employed by the Company on an "At Will" basis.

Employee \_\_\_\_\_ Date \_\_\_\_\_

Supervisor \_\_\_\_\_ Date \_\_\_\_\_