## Director of Communications and Marketing

**Reports to:** General Manager

**Education and/or Experience**

* Bachelor’s degree in Graphics Design, Website Design, Communications Journalism or a related major.
* Website content management experience required.
* Two years of customer service experience required.
* Experience performing substantive editing, editing for style and proofreading.

**Job Knowledge, Core Competencies and Expectations**

* Proficient with English grammar and possesses skills in news-style writing, feature writing,   
  copywriting, proofreading and editing.
* Experience with computer graphics software, including In-Design, Illustrator, Photoshop, PowerPoint, Microsoft Publisher and Adobe Acrobat.
* Experience with Excel and database programs.
* Knowledge of and ability to perform required role during emergency situations.

**Job Summary**

Coordinate the development and production of the club’s newsletter, and other internal and external written communications. Responsible for the graphic design and layout of the club’s regular publications and promotional/marketing pieces and miscellaneous other published materials. Also responsible for website administration, creation of new and updated web pages and their content.

**Job Tasks/Duties**

* Creates club newsletter: collects, organizes and submits all copy for production on a timely basis; proofs contents for corrections and changes; responsible for design and layout of page format and cover design.
* Generates web-based communications.
* Maintains and continually improves the club’s website.
* Designs and produces posters, brochures, flyers, invitations, menus, signs and informational marketing pieces for up-coming events.
* Establishes and creates print materials for all aspects of the club, including new member and prospective member promotional pieces, menus, athletic tournament entries and in-house signage.
* Supervises development of the club’s communications program.
* Develops and coordinates the club’s publicity efforts.
* Oversees all direct mailings, including composition, design and printing.
* May take photos for use in club publications and exhibits.
* Creates flyers, signs and promotional materials for displays and mailings.
* Works with department heads to determine web needs.
* Promotes club activities using table tents, newsletters, direct mail flyers, notices on club website and other means.
* Coordinates with the Events Manager the updating of the club’s master calendar.
* Responsible for the updates and accuracy of the calendar of events and e-mail blasts to members.
* Responsible for creating and enforcing the club’s graphics standards, logo and visual identity brand.
* Assists all departments with their graphic needs
* Attends staff meetings.
* Uses social media to communicate with and advertise special events to members.
* Assists General Manager in recognizing member “life events;” orders flowers and prepares cards and memorial donations as appropriate and requested.
* Completes other special projects and assignments as directed by the General Manager.

**Physical Demands and Work Environment**

* Must be able to reach, bend, stoop, stand and lift up to 40 pounds.
* Must be able to sit for prolonged periods of time.
* Moderate noise level in the work environment.
* Must be able to handle hot and cold interior and outdoor conditions.

**Salary and Benefits**

* Salary is open and commensurate with qualifications and experience.
* Vacation is offered after one year.
* You will be provided appropriate meals during in the course of your day.
* Retirement Plan: You will be allowed to participate in the 401k program as allowed for club employees. The waiting period is one year, and employees are fully vested at the onset of enrollment. The Carriage Club matches dollar for dollar up to the first 4% of 401k or ROTH contributions.
* Insurance (Health, Dental, Vision): You will be entitled to participate in the group health insurance program. There is a 90-day waiting period for health insurance.

**Please send Resumes to:**

Natalie Hirt  
General Manager  
5301 State Line Road

Kansas City, MO 64112  
natalie@thecarriageclub.com