



The Rehoboth Beach Country Club's Talon Tribe is seeking a professional and outcome focused **Communications Specialist**.

The Communications Specialist assists in executing RBCC's marketing and communications plan to include website, social media, printed and digital material, internal and external communications between departments and Club members.

About us:

RBCC's employees are known as the Talon Tribe. We pride ourselves on creating exceptional moments for our Members while also staying true to our core values of Tribework, Respect, Integrity, Innovation and Inclusion. Our team of dedicated professionals creates a welcoming and collaborative environment that fosters creativity and growth.

Benefits:

- Medical, dental and vision insurance.
- 401(k) with 4% company match.
- 120 hours of paid time off.
- 10 paid holidays.
- Club privileges that include golf, tennis and fitness center.
- Free staff meal every shift.
- Opportunity for growth and professional development.
- A supportive and inclusive team culture that values your contribution.

Responsibilities:

- Maintains brand identity across digital media. This includes assisting with the production of the monthly newsletter, e-marketing, and annual promotional collateral.
- Serves as Club webmaster. This includes designing web content, maintaining web presence, and building/enhancing website capabilities as needed.
- Executes Club annual membership and communications plan and brand strategy, including social media strategy.
- Assists as an in-house designer for Club print and digital marketing and communications materials, including logos, menus, newsletters, recruitment materials, training guides, presentation templates, informational sheets and booklets, email templates, survey templates, and posters/signage.

- Stays abreast of new and innovative communication strategies; utilize data to improve reach, effectiveness, and engagement of communications.
- Maintains knowledge of current and projected industry developments.
- Attends Club events to capture video and photographs to use at marketing collateral for the membership.
- Maintains the Club's digital boards around the clubhouse.
- Films, edits and creates regularly scheduled videos of staff, members, club updates and more for newsletters, social media and email.
- Maintains a log of A/V supplies and creates and manages the policies surrounding them.

The successful candidate has:

1. Degree in Business, Marketing, Communications or related field.
2. Can develop dynamic SEO content with text, image, and video
3. One or more years of experience as a social media strategist, marketing coordinator or related position
4. Excellent communication and time management skills.
5. Exceptional organizational skills and the ability to work on multiple projects concurrently.
6. Deep knowledge of current industry trends across LinkedIn, Facebook, Twitter, and Instagram
7. Knowledge of the following programs: Microsoft Office, Adobe InDesign, Illustrator, Photoshop, and Acrobat and comfortable using them to create multiple types of digital and print projects.
8. Video editing and photography skills.
9. Confident in writing and editing for a professional environment.
10. Experience in high performance teams and a team player.

If you're ready to embark on a rewarding journey with us and contribute to the success of our club, we'd love to hear from you!

To apply: <https://bit.ly/3WE2xn6>