



**JOB TITLE:** Executive Director of Marketing  
**DEPARTMENT:** Marketing

**REPORTS TO:** Chief Operating Officer  
**LOCATION:** The Union League of Philadelphia  
(140 S Broad St, Philadelphia, PA 19102)

**DESCRIPTION:**

The Union League of Philadelphia is the top-ranked private city club in the United States, renowned for its rich history, exceptional service, community engagement and unparalleled hospitality across multiple venues. With a legacy of excellence, the Union League members positively impact society through civics education through its national nonprofit charity dedicated to educating and empowering individuals to participate in and uphold our system of self-government. It also offers its members and guests a world-class experience, whether through social gatherings, fine dining, golf or exclusive events.

We are seeking a dynamic and experienced Executive Director of Marketing to lead our marketing efforts, ensuring consistent and impactful communication across all platforms. This role requires a strategic thinker with a passion for branding, a deep understanding of both digital and traditional marketing channels, and the ability to work collaboratively across multiple departments and properties separated geographically. The Executive Director of Marketing will be responsible for enhancing the Union League's prestigious brand, driving member engagement, and expanding our reach within the community.

**RESPONSIBILITIES:**

- **Strategic Leadership:** Develop and execute comprehensive marketing strategies that align with the Union League's mission, vision, and goals. Lead and inspire a team of marketing professionals, fostering a positive and results-driven environment and effective communication to all properties.
- **Brand Management:** Maintain and elevate the Union League's brand across all touchpoints, ensuring a consistent and prestigious image. Oversee all branding initiatives, including logo usage, messaging, and overall visual identity.
- **Multi-Channel Marketing:** Coordinate and manage the Union League's presence across digital platforms (social media, website Club-Lisi, email marketing, member-ap Pacesetter) and traditional media (print publications (Banner Magazine), brochures, direct mail).
- **Content Creation:** Collaborate with internal teams to create compelling content that resonates with our target audience, including members, prospective members, and the broader community. This includes overseeing the production of newsletters, event promotions, and other marketing collateral.
- **Social Media Management:** Develop and implement social media strategies to increase engagement, grow our online community, and enhance member communication. Monitor trends and analyze performance metrics to optimize campaigns.
- **Event Marketing:** Work closely with event coordinators to promote exclusive events, ensuring they are marketed effectively to drive participation and enhance the overall member experience.
- **Collaboration:** Partner with various departments, including Membership, Dining, Events, and Hospitality, to ensure cohesive and coordinated marketing efforts that support club-wide initiatives.



- **Market Research:** Conduct market research and analyze trends to identify new opportunities for growth and member engagement. Provide insights and recommendations to the executive team.
- **Budget Management:** Oversee the marketing budget, ensuring efficient allocation of resources and maximizing return on investment.
- **Executive Presence:** Represent the Union League at high-level meetings and events, demonstrating strong communication skills and a polished, professional demeanor.

#### SKILLS AND REQUIREMENTS:

- Bachelor's degree in Marketing, Business, Communications, or a related field; MBA or advanced degree preferred.
- Minimum of 8-10 years of experience in marketing, with a proven track record of success in a leadership role and managing a team.
- Experience in the hospitality industry, particularly within private clubs or luxury brands, is highly desirable.
- Strong knowledge of digital marketing, social media platforms, and traditional marketing channels.
- Exceptional leadership skills with the ability to inspire and motivate a team.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively across departments.
- Strategic thinker with strong analytical skills and the ability to make data-driven decisions.
- High level of professionalism and executive presence, with the ability to represent the Union League with poise and credibility.
- Strong project management skills, with the ability to manage multiple initiatives simultaneously and meet deadlines.
- Passion for delivering exceptional member experiences and upholding the Union League's esteemed reputation.
- 2+ years of Salesforce marketing experience preferred

#### COMPENSATION:

- Competitive salary and performance-based bonuses.
- Comprehensive benefits package, including health, dental, and vision insurance.
- Generous paid time off and holiday schedule.
- Professional development opportunities and the chance to work with a top-ranked private club.

To apply, please reach out directly to Kevin Rowley at [rowleyk@unionleague.org](mailto:rowleyk@unionleague.org) with a resume.