



# WAYNESBOROUGH

## COUNTRY CLUB

### **DIRECTOR OF COMMUNICATIONS**

Waynesborough Country Club, located in Paoli, PA, is seeking an energetic and detail-oriented professional with a proven track record in member engagement, strategic communication, and brand management to join the team as its **Director of Communications**. Working closely with the Club's General Manager and leadership team, the Director of Communications will focus on enhancing member engagement, developing comprehensive communication strategies, and ensuring the consistent delivery of the Club's brand and messaging across all platforms.

The candidate will play a key role in managing the Club's communications including newsletters, social media, emails and website content, while fostering connections with members and club leadership to create a positive and informed membership experience. This leadership position is ideal for a motivated individual with a passion for writing, strong organizational skills, and a drive to elevate the Club's communication and member engagement efforts to new heights.

### **ABOUT WAYNESBOROUGH COUNTRY CLUB**

Established in 1965, Waynesborough Country Club (WCC) is situated on 200 picturesque acres in the heart of Chester County, Pennsylvania. The highlight of Waynesborough is its renowned 18-hole championship golf course, designed by George Fazio and extensively renovated in 2022 by Andrew Green.

The classic Chester County farmhouse-inspired clubhouse, which underwent a comprehensive renovation in December 2019, features various dining options. These include The Pub, offering casual fare, Fireside '65 with stunning views of the 10th fairway and 18th green. The Fairway bar and lounge are known to attract members for informal social gatherings and club events with a panoramic view of the golf course. In addition, the clubhouse is well-equipped to host a range of small- and large-scale events.

Waynesborough offers exceptional amenities, including a two-story Tennis Pavilion that accommodates a fully equipped Tennis Shop, 10 Har-Tru tennis courts, two hard courts, six paddle courts, and paddle pavilion. The Club is currently undergoing a racquets expansion project to improve the current paddle pavilion and add five new pickleball courts to the campus. In addition, the swimming complex underwent complete renovation in 2020. It features three separate pool areas and poolside bar and grille.

Waynesborough's mission is to create a gathering place for families to forge lasting relationships and traditions through recreation and relaxation, while providing exceptional services, facilities and activities that are responsive to membership. Waynesborough has



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## COUNTRY CLUB

invested close to \$18 million dollars in campus improvements over the past five years and currently enjoys a 1% attrition rate and is well positioned to be the premier family country club of choice in the Main Line area for years to come.

### **WAYNESBOROUGH COUNTRY CLUB BY THE NUMBERS:**

- Approximately \$7.2M annual dues volume
- Approximately \$3.1M F&B volume
- \$65,000 initiation fee
- Approximately \$6M gross payroll
- 170 Employees (FTE) in-season; 90 employees in off-season
- Approximately 25,500 rounds of golf per year

### **POSITION OVERVIEW**

#### Strategic Communication

- Develop and implement a comprehensive communication strategy to enhance member engagement and satisfaction.
- Ensure consistent branding and messaging across all communication platforms.
- Collaborate with the General Manager and leadership team to align communication initiatives with the Club's strategic goals.

#### Content Creation & Management

- Oversee the creation and distribution of newsletters, email campaigns, and other member communications.
- Manage and update the Club's website with current events, announcements, and relevant information.
- Produce engaging content for social media platforms, including Facebook, Instagram, and LinkedIn.
- Write, edit, and proofread materials to maintain a high standard of quality and professionalism.

#### Event Promotion & Coordination

- Develop promotional campaigns for club events, dining specials, and activities to maximize participation.
- Collaborate with the events team to communicate upcoming activities effectively to members.
- Create marketing materials such as flyers, posters, and digital assets for Club events and programs.

#### Member Engagement & Relationship Building

- Serve as the primary point of contact for member communications and feedback.
- Foster strong relationships with members to understand their preferences and communication needs.
- Conduct surveys to assess member satisfaction and adapt strategies accordingly.



# WAYNESBOROUGH

## COUNTRY CLUB

### Digital Presence Management

- Monitor and analyze digital engagement metrics, such as email open rates and social media interactions, to refine strategies.
- Oversee the Club's online presence, ensuring the website and social media platforms are up-to-date and aligned with the Club's image.

### Internal Communications

- Coordinate internal communications to ensure staff is informed of Club events and updates.
- Develop training materials or guides to assist staff in member-facing roles with communication best practices.

### Team Leadership & Collaboration

- Lead and mentor communication or marketing staff, if applicable.
- Collaborate with department heads to ensure consistent messaging across all Club operations.

### Creative Initiatives & Innovations

- Design and implement creative campaigns to highlight the Club's unique offerings and member benefits.
- Explore new technologies and tools to enhance the Club's communication efforts.

## **CANDIDATE QUALIFICATIONS**

- Bachelor's Degree from a four-year College or University in Business, Communications, and/or equivalent experience.
- A collaborative team leader with success in developing strong teams and who can foster relationships with members, employees, and guests.
- Strong interpersonal skills and can effectively work as a leader and team member while communicating effectively both orally and in writing.
- Strong journalistic writing and editing skills.
- Strong knowledge of various social media platforms, videography, photography, editing, grammar, content curation, and marketing.
- Technologically proficient with a thorough understanding of best practices in the use of technology to improve 'high touch' service delivery to members and to more effectively manage and lead operations.

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.



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## COUNTRY CLUB

### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A bachelor's degree is preferred with a focus on Business and/or Communications.

### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The Club offers an excellent bonus and benefits package, including association membership. Salary Range: \$70,000-\$80,000.

### **INSTRUCTION TO APPLY**

Please submit your cover letter and resume to General Manager/Chief Operating Officer, Kimberly Brady, via email at [kbrady@wcc1965.org](mailto:kbrady@wcc1965.org). Please reference Director of Communications in the subject line.