



Toronto Cricket Skating and Curling Club

Director of Marketing, Communications and Membership

The Toronto Cricket Skating and Curling Club is a family-oriented private Club that is dedicated to providing first-class athletic programs, facilities, and services to our members. A key to our commitment to be the private athletic and social club of choice in Toronto is our team of employees who share our values of sportsmanship and camaraderie, heritage and respect, excellence and innovation, and wellness and fun.

Reporting to the General Manager/Chief Operating Officer, the Director of Marketing, Communications and Membership will develop and implement marketing strategies to communicate the Club's extensive services. In addition, this role will lead a team of membership sales and communications professionals to achieve new membership growth and promote membership engagement and retention. This role is a key member of the Club's Senior Management Team.

An Overview of the Key Responsibilities

- Lead and implement the marketing strategy designed to create external awareness of the Club's services throughout the existing market and the identification of new markets.
- Lead the development and execution of the Club's brand strategy, including overseeing development of communications materials, key messaging, and digital media strategy, including social media and website.
- Define, guide, and direct the overall new membership strategy to achieve the Club's revenue objectives through new membership growth.
- Identify trends and provide data-driven service, facilities, and program recommendations to attract new and retain existing members.
- Intimately understand the potential existing new membership market, the private club market, and competitor Club activity.
- Work with external stakeholders to plan, create, launch, and measure the effectiveness of multi-channel brand and tactical campaigns.
- Provide leadership and coaching to the team on all pre-membership procedures and actions, including membership enquiries, CRM, tours, and new member on-boarding.
- Monitor, recommend and implement membership policy to enhance member experience and achieve Club objectives.
- Develop and provide innovative new member services, programs, and processes that increases the engagement of existing members and delivers the retention objectives.
- Develop a Club-wide membership communication strategy.
- Collaborate across the Club to implement the strategy to optimally communicate the Club's programming, upcoming events, and new initiatives.
- Lead the Club's community and public relations strategy.
- Provide leadership for heritage initiatives and the preservation of Club archives.

Qualifications

Education/Certification: Bachelor's degree in business, marketing, hospitality, or a related discipline.

Experience: Five years of relevant leadership experience in hospitality-related industry specializing in marketing and sales. Demonstrated history of success with developing, implementing, and managing marketing and sales initiatives, ideally within a private club. Experience in creating budgets and forecasts based on market mix.

Skills: Strong presence in the marketing community, with exceptional communication and presentation skills. Passionate about the member experience. Possesses the desire to connect with others. Aptitude for data mining and analysis. A proven track record of leading teams, engaging with stakeholders at all levels, and contributing to the Club's success beyond the role requirements. Demonstrates relentless ownership of result, initiates, and promotes a compelling vision. Media training an asset.

If you think that you are the ideal candidate, please forward your resume and cover letter in confidence to the General Manager, via email: tnolan@torontocricketclub.com. While we appreciate your interest, only those candidates considered for the position will be contacted.

Toronto Cricket Skating & Curling Club is an equal opportunity employer and committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act ('AODA'). If you require accommodation during any stage of the recruitment process, please notify Human Resources and they will ensure the necessary steps are taken to accommodate your needs.