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DIRECTOR OF COMMUNICATIONS PROFILE: BIG CANYON COUNTRY CLUB NEWPORT BEACH, CA

DIRECTOR OF COMMUNICATIONS AT BIG CANYON COUNTRY CLUB

A premier private club in Newport Beach is seeking a dynamic and visionary Director of Communications to lead its evolving communications strategy and member engagement efforts. This is a unique opportunity for a creative, hospitality-driven professional to elevate one of the country's most prestigious clubs through compelling storytelling, modern branding, and innovative communication platforms.

The ideal candidate is an energetic, forward-thinking communicator with a passion for hospitality and a sharp eye for design and detail. This leader will oversee and inspire a small team, working collaboratively across departments, especially with food and beverage and member services, to ensure messaging is fresh, consistent, and aligned with the Club's evolving brand identity.

This role combines strategy and execution, with a focus on rebranding the Club's communications, including visual identity, tone, and digital presence. Proficiency in Adobe InDesign (or similar platforms), video content creation, social media, and digital engagement is essential. An advocate for innovation and continuous growth, this leader must also champion professional development, both personally and within the team, to keep the Club's communications at the forefront of excellence.

[Click here to view a brief video about this opportunity.](#)

ABOUT BIG CANYON COUNTRY CLUB

The quintessential California seaside town of Newport Beach is home to Big Canyon Country Club (Big Canyon or BCCC). The original golf course, designed by Robert Muir Graves, was opened in 1971, and the clubhouse one year later. In 1998, the course underwent a renovation led by John Harbottle III, a disciple of Pete Dye, and a new 19,000 sq.ft. turf center opened in 2019. In 2006, the clubhouse was razed, reopening in 2009 with an extraordinary 70,000 sq. ft. clubhouse complex that includes multiple dining and meeting areas, fitness/wellness and event space, along with beautiful aquatics and racquets spaces. The Club has a strong history of commitment to continuous improvement. The most recent projects include the addition of a Pilates studio, four pickleball courts, a childcare area, and a \$4M renovation of the bar and casual dining areas.

Looking ahead, the Club will embark on one of its most ambitious projects yet: a full-scale golf course renovation led by renowned architect Andrew Green, beginning in August 2025. This transformative effort has the full backing of the membership and will usher in a new era of championship-level golf at Big Canyon. The Director of Communications will play a vital role in crafting and delivering timely, inspiring, and informative updates to the membership throughout the renovation, ensuring transparency and building excitement around this significant milestone in the Club's history.

Today Big Canyon offers a full slate of member activities and amenities that include golf and golf instruction, family events, a la carte and banquet dining, childcare, Cotillion and summer camp, fitness and group exercise, spa services and hair salon, aquatics including swim team, tennis and pickleball in addition to a car wash and vehicle charging stations. The Club's comprehensive wine program has become a signature element, and the Club is fortunate to have a talented staff dedicated to the food and beverage amenity, which is tremendously active and supported.

In its 50+ year history, the Club has hosted sixteen state and regional championships, as well as numerous USGA events including U.S. Open Qualifiers, the 2000 U.S. Women's Mid-Amateur Championship, and the 2014 U.S. Senior Amateur Championship. The 2022 California Amateur is being held at Big Canyon in June.

The Club has a long history of commitment to supporting its members and staff experiences, along with a strong organizational chart, necessary HR and Communications support, administration, etc. The camaraderie that exists amongst the members, their high level of support of the Club, and the dedication of the many member volunteers in a vibrant committee system contribute to the exceptional environment found at Big Canyon.

BIG CANYON COUNTRY CLUB BY THE NUMBERS:

- Approximately 1,015 memberships in various categories with an extensive waiting list.
- Initiation fee floats - recent average full membership sale price - \$400,000
- Annual dues for Full Membership - \$23,520
- No Annual F&B Minimum - \$95 monthly advanced dining charge
- Approximately 39,000 rounds of golf with no outings
- Gross Revenues of approximately \$35.0 Million
- Annual Dues Revenue of approximately \$18 Million
- F&B Volume – approximately \$9.4 Million with most of that from ala carte dining
- Gross Payroll – approximately \$16.0 Million/Taxes & Benefits \$3.5 Million
- Employees: Full-time Annual – 285, Summer - 320
- Average age of membership – 64
- There are a total of 10 Board Members, each serving three-year terms (potential for a 4th year as president)
- There are 15 standing committees including: Finance, Golf Activities, Green, House, Legal and Insurance, Long Range Planning, Membership, Recreation, Scholarship, Slope and Boundary, Tournament, and Traditions. Sub-committees include Wine, Junior & Youth Activities, and Art
- The Club uses Pacesetter for a member communication interface
- The Club uses Club Essential for its accounting and POS

BIG CANYON COUNTRY CLUB WEBSITE: www.bigcanyoncc.org

DIRECTOR OF COMMUNICATIONS – POSITION OVERVIEW

The Director of Communications will lead the strategy and execution of all Club communications, digital platforms, and public relations efforts, ensuring consistent, high-quality messaging across all channels. This individual will work closely with all departments to promote timely, engaging, and informative content for members and staff.

Responsibilities include the creation and oversight of all print and electronic materials, such as the monthly newsletter, brochures, marketing collateral, digital signage, social media, and the Club's website, as well as the implementation of strategies that support member engagement and Big Canyon's overall objectives.

The Director will track and analyze communication efforts to ensure effectiveness, manage photography and video production for events and promotional content, and oversee the Communications and Member Services team, including scheduling, training, service audits, and mentorship. This creative and collaborative leader will partner with key departments—Catering, Food & Beverage, Golf, and Wellness—to bring a fresh and modern voice to the Club's communications, while also supporting broader initiatives as directed by the General Manager and Director of Food & Beverage.

INITIAL PRIORITIES OF THE NEW DIRECTOR OF COMMUNICATIONS

The new Director of Communications is expected to make an immediate impact and demonstrate a proactive, hands-on approach from day one. Staying current with the latest trends in communications and technology, monitoring industry best practices—particularly within the private club space—and actively participating in professional development and networking opportunities will be essential to long-term success. Equally important, however, are the following initial priorities and areas of focus:

- Listen, learn, and observe—develop a deep understanding of the Club’s culture, membership, and staff.
- Assess current communication strategies and provide strategic direction and oversight for all Club-wide communications, including internal messaging, the newsletter, digital platforms, social media, and content development.
- Design and implement a comprehensive communications plan that strengthens the Club’s brand, promotes events, and ensures consistent messaging across all channels.
- Lead the creative vision to effectively engage members and communicate updates on the Club’s upcoming renovation and projects.
- Inspire, mentor, and develop the communications and member services team, fostering a culture of collaboration, accountability, and shared growth.
- Evaluate and build sustainable models to enhance the Club’s online presence for the pro shop and wine sales, supporting member engagement and revenue growth.
- Support daily operations and the creative process, working closely with department leaders to deliver high-quality member-facing content.

CANDIDATE QUALIFICATIONS

- Communications & Membership experience, preferably in the hospitality and/or marketing industry. Demonstrates outstanding interpersonal communication, presentation, and sales skills, as well as a keen eye for detail and organization.
- Dynamic, engaging, and personable individual who is dedicated and committed to delivering excellent member service.
- Strong competency and experience in successfully developing and implementing digital and print media.
- Mastery of Adobe Creative Cloud or an equivalent program.
- Photography and videography experience in a professional setting.
- Technologically proficient with a history of maintaining and updating company websites and apps.
- Success in leading and developing a team, as well as strong communication skills amongst multiple departments.
- Possess a professional and courteous demeanor when interacting with all departments and members

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred with a focus on Hospitality Management, Public Relations, Sales, Marketing, or Communications.
- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Minimum of 3-5 years of experience in a hospitality leadership role, and/or communications, marketing, or public relations

EMPLOYMENT ELIGIBILITY VERIFICATION

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

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: \$90,000 - \$130,000*

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter in the order listed using the link below. When prompted for them during the online application process, you should have your documents fully prepared to attach. Please be sure your image is not on your resume or cover letter; it should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Mr. Jeremy Samson, General Manager. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Big Canyon Country Club and the Newport Beach, CA area will benefit you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible, but no later than July 3rd, 2025. Candidate selections will occur early July, with the first Interviews expected in July and the second interviews a short time later. The successful candidate should assume his/her role as soon as possible.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Big Canyon CC”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Alice Stevens: alice@kkandw.com

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