



RCS Hospitality Group
a new generation of hospitality management
6412 Brandon Ave. #339 Springfield, VA 22150
www.consultingRCS.com

Position Available:
DIRECTOR OF MARKETING AND COMMUNICATIONS
Chevy Chase Club
Chevy Chase, MD

Chevy Chase Club, located in Chevy Chase, Maryland, is seeking an experienced hospitality and club marketing and communications professional to join its team as its new Director of Marketing and Communications.

POSITION OVERVIEW

The Director of Marketing and Communications is responsible for developing and executing comprehensive membership, marketing, and communication strategies to enhance the Club's brand presence, membership engagement, and overall communication effectiveness. This individual will play a key role in shaping the Club's image, strengthening the Club's brand, and fostering positive relationships with existing and future members. This role is hands-on in executing the details that support the high-level strategy.

JOB SUMMARY: ESSENTIAL FUNCTIONS

- Direct and oversee the activities of the Membership and Communications Department and control its budget.
- Develop and implement comprehensive marketing strategies to enhance the Club's brand and image.
- Ensures that communications and brand image align with the Club's culture and quality standards.
- Develop and maintain brand guidelines to be applied club-wide across all communication materials.
- Manages the production of member communications and digital marketing efforts, including the Club's website, social media presence, and email campaigns.
- Utilize analytics to measure the effectiveness of digital strategies and make data-driven improvements.
- Collaborate with internal departments to align marketing efforts with overall club offerings.
- Establishes and creates printed materials for all aspects of the Club, including new member and prospective member promotional pieces, menus, athletic tournament entries, in-house signage, career fair materials, Bradley House brochures, special occasion amenities/materials, etc.
- Collaborate with internal teams to uphold brand standards in various club activities and events.
- Stays abreast of industry trends in membership, marketing, and communications.
- Monitor membership trends and recommend programs, procedures, or policies to achieve annual membership goals.
- In cooperation with the Assistant Director of Membership, ensure the timely completion of all nomination/activation collateral and documentation per club policies (including, but not limited to, proposal forms, nomination letters, postings, interviews, and Board approval).
- Serve on club committees (staff and member) as requested.

CRITICAL SUCCESS FACTORS

- Effectively manage his/her transition into the Club's director role. Be fully embraced by the membership, leadership team, and the entire staff. Be known as a Club leader who seeks to build relationships by being visible, accessible, and engaged and will act as a steward of the traditions.
- Self-motivated and strategic thinker. Able to multi-task and meet deadlines.
- Well-organized with a solid ability to set priorities and delegate effectively with appropriate follow-up and oversight. Proactive with the ability to anticipate and resolve potential issues.
- Foster a productive working relationship among employees, ensuring a culture of teamwork, solution-based thinking, achievement, and excellence.



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ESSENTIAL QUALIFICATIONS

- A four-year bachelor's degree is required. A degree in marketing and communications is preferred.
- Two years of related experience.
- Proficient with computers and software (Word, PowerPoint, Excel, Adobe In Design, Canva, and Publisher with other graphics software knowledge desirable, most notably ISSUU).
- Prior website and app administration experience is preferred.
- The candidate must have strong oral and written communication skills.
- The candidate must have demonstrated skills, knowledge, and experience in the design and execution of membership, marketing, and communications plans.
- This position directly manages up to three employees, which requires the ability to lead both departments and guide/lead others strategically.

REPORTS TO

- Assistant General Manager

DIRECT REPORTS

- Assistant Director of Membership
- Graphic Designer
- Marketing Coordinator

COMPENSATION & BENEFITS

- Salary is offered at \$125,000-\$140,000 annually, commensurate with qualifications and experience.
- Performance bonus potential
- 401k
- Medical Insurance
- Dental & Vision Insurance
- Vacation, Holiday Pay, and PTO
- Potential for occasional remote workdays

CLUB OVERVIEW

Chevy Chase Club, located in Chevy Chase, Maryland, is a prestigious social institution with a rich history dating back to 1892. The Club offers its members, their families, and guests a haven of recreation and relaxation in the vibrant surroundings of the Washington, D.C. metropolitan area. Chevy Chase Club provides year-round enjoyment with its stunning gardens, well-appointed clubhouse, athletic facilities, and a commitment to uncompromising service. It upholds a tradition of congeniality, high standards of personal conduct, and family continuity.

Employee Who We Are (Employee Mission Statement):

We are a team of highly **motivated, passionate, knowledgeable professionals** who strive each day to create a positive working environment in an effort to continuously improve the Club experience.

Sharing core values of mutual respect, pride in one's appearance and performance, communicating effectively and anticipating other's needs, we will provide our members and their guests with highly personalized service.

We will endeavor to be **extraordinary** in everything we do, every day.



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CLUB DETAILS

- \$30 million Total Gross Revenues
- 220 Employees Full Time, 140 Part Time employees
- Amenities: Main Clubhouse with banquet facilities and two restaurants, three pools, pool canteen and pool bar open seasonally, 17 outdoor tennis courts, four indoor tennis courts, seven platform tennis courts, seven pickleball courts, indoor fitness facility with fitness classes, personal training and massage therapy, 18 hole golf course, Casual Dining Clubhouse with Duckpin bowling and a seasonal ice rink with established hockey and figure skating program, nature trail and greenhouses.
- 15 Board members
- 25 Standing Committees
- Website: <https://www.chevyclub.org/>

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