



WINDERMERE GOLF CLUB

RECEPTION, SALES AND MARKETING ASSISTANT – Permanent

Windermere Golf Club is inviting suitably qualified candidates to apply for the post of full time Golf Reception, Sales and Marketing Assistant.

Job Description:

Based in the Clubs golf reception; the post will involve assisting in the daily running of the Club including welcoming/booking in customers, organising/running golf days, retail and handling all golf related enquiries. Additional responsibilities will include delivering marketing activities in line with the Clubs marketing plan and promoting all golf sales.

Reporting line:

Golf Club Manager

The role will include responsibility for:

Golf Reception

- Ensuring all member & visitor golfing requirements are met and dealt with courteously and in a professional manner.
- Ensuring the golf reception and clubhouse are presented to the highest possible standards
- Merchandising the retail stock.
- Golf and retail sales.

Delivery of the sales and marketing plan including:

- Building and maintaining an email database using BRS and other data capture.
- Sending a twice monthly newsletter with offers and information.
- Updating website content with particular attention to SEO.
- Updating content on various advertising directories.
- Adding social media posts in conjunction with content calendar.
- Managing and developing PR activities with local press and golf publications.
- Liaising with and co-promoting other departments (e.g. Bar/Restaurant).
- Setting up and monitoring visitor statistics and feedback (from BRS) & club records.
- Assisting the Club Manager with any marketing linked activities.

The Successful Candidate will:

- Be a strong team player with an ability to work on their own and work to deadlines.
- Have the ability to adapt to changing priorities, multi-task and have organisational skills, commitment and discipline to see work through to completion.

Specific Job Skills:

- Knowledge of marketing essential including Social Media and email marketing systems.
- Accuracy in work and attention to detail.
- Experience of working in a Golf Club environment an advantage but not essential.

Computer Skills:

A competent and experienced user of Windows operating systems and applications including the MS Office Suite – particularly Outlook, Word and Excel. Ability to learn and adapt to new software applications and tools is essential.

Remuneration & Terms:

A competitive salary will be offered commensurate with experience and contracted hours.

The post will involve working any 5 days from 7 per week with two days off. Hours will average 40 per week and will revolve around the requirements of the business.

To apply; please email a covering letter and CV to manager@windermeregc.co.uk.

For more information on the role; call the office on 015394 43123, option 2.

Closing date for applications: 31st December 2017