



MITCHELL GOLF & COUNTRY CLUB INC.

Marketing and Events Coordinator

Mitchell Golf & Country Club - Mitchell, ON

Contract Position/Full-time

Overview:

Mitchell Golf & Country Club is an 18 hole course located in Southwestern Ontario, 15 minutes west of Stratford. Players are offered an increasing level of challenge and improved overall playing experience. Paired with the efforts of our hard-working grounds keeping team, the course's perpetual maturity ensures a pleasurable round of golf, whether it be spring, summer or fall.

Beyond golf, we offer facilities for various-sized events ranging from informal and business meetings to weddings and other special occasions. Our menus are designed for flexibility and offer something for every taste and budget. Our experienced banquet staff will assist you in planning your next event, ensuring the satisfaction and enjoyment of all in attendance.

We pride ourselves on exceptional value, attention to detail and a friendly experience for all golfers and guests.

Description:

This Marketing and Events Coordinator is responsible for maximizing Brand revenues by developing and overseeing initiatives and campaigns designed to increase traffic and profitability of our course and banquet facility. You will coordinate marketing and promotional activities, oversee social media platforms, and will work collaboratively with the other staff to communicate our image. You will develop and execute a marketing strategy and communications plan for our course and banquet facility. You will also be the main contact for all tournament and event bookings and oversee event operations. This position will be well suited for an individual looking to gain experience in a Marketing and Event Planning role. You will report directly to the Club Manager.

Marketing Strategy

- Manages traditional and digital advertising campaigns within defined budget.
- Develops traditional advertising and print media
- Reports on marketing plan projects to General Manager.
- Manages and reports on Google Analytics and Google and Facebook Advertising.
- Focus on expanding business interests
- Creates marketing material for both print and digital marketing
- Develop new marketing strategies to help expand and develop customer demographics



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Marketing Execution

- Manage all social media accounts – daily posts, engagements and marketing campaigns
- Maintains and develops partnerships / relationships within the community and abroad.
- Executes Marketing strategy across social media and in club, manages contests, and encourages engagement.
- Monitors online reviews and comments and responds as necessary.
- Maintains, updates, and develops content for website.

Event Planning

- Through marketing strategies and execution you attract new events for our club.
- First point of contact and liaison for event bookings
- Works collaboratively with our Food & Beverage team to fill customer requests.
- Oversees smooth execution of all events
- Works collaboratively with Club Manager and Pro Shop staff to run tournaments.
- Coordinates and assists with room set-up and tear down
- Creates new event initiatives both golf and non-golf related

Qualifications:

- Education – Diploma or Degree in Marketing, Special Events Planning, or Hospitality preferred.
- Combination of Education and Relevant work experience may be considered.
- Experience working in digital and traditional marketing
- Experience working in a sales environment or hospitality sector an asset
- Computer literacy (MS Office suite, CRM software)
- Knowledge and experience with Adobe Creative suites an asset
- Google AdWords Certification and Google Analytics Certification an asset.
- Valid Driver's license, automobile insurability and a reliable vehicle that can be used for work.
- Experience in the golf industry in any capacity is preferred but not a requirement

Hours of work:

- Flexible work hours – evenings and weekends will be required

Remuneration:

- Competitive salary based on combination of education and experience.

Applicants are invited to submit a resume and cover letter by email to:

employment@mitchellgolfclub.com Attn: Steve Feeney, Manager

Please indicate "**Marketing and Events Coordinator**" in the subject line.

We appreciate submissions from all applicants. Only those selected for an interview will be contacted.