



MUTHAIGA GOLF CLUB

Muthaiga Golf Club, proudly called the Home of Golf by its elite membership, is in many ways the ultimate embodiment of Kenya's unique marriage of ancient golf tradition and a modern 18-Hole Championship Golf Course. Rework on this introduction and better club log.

Job Title: Marketing and Communication Manager

Location: Nairobi

Work Type: Full Time.

1. Overall Purpose:

The jobholder will conceptualize, implement and manage marketing and communications strategies for the Club; oversee internal and external marketing tools, the correct usage and application of the Club's corporate identity elements.

2. Key Responsibilities

Marketing

- Collect market intelligence in all aspects of Club services, products and membership.
- Conduct member satisfaction analysis.
- Creatively use sponsorship assets to build and demonstrate innovative marketing programs which will add genuine value to potential sponsors.
- Create proposals for sponsors that align with their strategy and meet their needs.
- In charge of sponsorship management.
- Monitor and analyses current industry best practices and advise the General Manager accordingly.
- Identify competitor promotional trends.
- Liaise with the media and other advertising agencies to ensure appropriate marketing of the Club's services.
- Liaise with various club committees to develop marketing plans.
- Ensure efficient event management.
- Responsible for Event poster designing.
- Manage the Club's events calendar (weddings, conferences, meetings).
- Manage the designing and printing of Food Menu, Wine Menu, Cocktail Menu and ensure the menus are well done, attractive and available.
- Establish activities that enhance community relation.
- Liaise with heads of departments to ensure each club section is well utilized
- Overall management of logo placement, club advertising (internal & external marketing).
- Ensure adequate staff are allocated for events.
- Ensure that all service providers are well briefed with the Clubs regulations and maintain the required standards.
- Ensure the timely coordination of documentation, invoices for guest billing.
- Liaise with the Finance and Food & Beverage to ensure timely billing after the event.
- Prepare post event evaluation reports noting attendance, times, and significant problems encountered.
- Present monthly and annual reports on marketing and communications activities to the General Manager.



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Membership Administration

- Provide members with prompt information.
- Promptly respond to all Club mail.
- Handling membership matters e.g. applications
- Ensure all member information is allocated as per Club requirements.
- Produce member packs; printing letters, membership cards and labels and assemble boxes from members on the pdq machine.
- Communicate effectively, in writing and orally, the range of Club activities and benefits of membership to all interested parties.
- Respond to correspondences and members basic queries.

Communication

- Planning, organizing and communicating to members any social events on a monthly basis.
- Managing clubs email address and ensuring constant and professional email circulation to members.
- Responsible for the coordination and publication of the club's Newsletter both in print & digital.
- Website Management.
- Managing the Clubs Mobile App.
- Ensuring all activities are communicated and where required integrated between all online and offline channels
- The officer will ensure that all policies and procedures regarding the safeguard of data is adhered to by all Club personnel.

3. Knowledge, Skills and Abilities:

(a) Level of Education:

- Bachelor's degree Marketing or related field
- Microsoft Office Proficiency

(b) Specialized Training/Professional Qualifications:

- Knowledge of Design is an added advantage.

• Competencies:-

- Exceptional written and presentation skills
- Demonstrated editorial skills concepts verbally
- Creative and innovative
- Customer service oriented with pleasant and outgoing personality

(c) Job experience:

At least 2 years' work experience in a similar role in a busy commercial environment.

To Apply

If you meet the outlined requirements please send your application, including a cover letter, current Curriculum Vitae with telephone contacts of 3 referees and testimonials quoting the job title on the email careers@muthaigagolfclub.com (subject **MARKETING AND COMMUNICATION MANAGER**) before 14th April, 2018.

Please note that ONLY candidates short-listed for interview will be contacted
We do not charge any fee for receiving your CV or for interviewing.

For more information about Muthiga Golf Club, its values and working principles, please visit the Muthaiga Golf Club Website (<http://www.muthaigagolfclub.com>).