



POSITION DESCRIPTION: Social Media and Design Specialist

STATUS: Full Time/Year Round

FLSA: Exempt

REPORTS TO: Director of Marketing

PURPOSE OF JOB:

The **Social Media and Design Specialist** plays a key role in creating original content and supporting the day-to-day operations of the Marketing Department in its execution of both the internal (Club) and external (prospect) marketing efforts.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Design and/or edit internal flyers, menus, table tents and other collateral to support internal marketing efforts
- Photograph/video Club events, activities, gatherings, building/construction progress, etc. as part of the ongoing Social Media content generation process
- Create social media posts and stories that align with the brand and effectively promote the Club, showcase the lifestyle, and feature Members
- Utilize website CMS to periodically update copy, photos and other content
- Manage internal CRM program and execute monthly eblasts and reporting
- Support the development and execution of marketing communications materials, experiential events, digital-content initiatives, direct-and-email marketing and other activities to meet objectives and timelines
- Assist in coordinating and tracking the development, process and production of internal and external marketing materials as requested
- Maintain inventory of all resource and collateral materials (print & online) information, assure materials are always up to date with current product/sales data and assure that stock is available for printed materials
- Manage daily administrative tasks to support the Marketing department as requested along with other departments as requested
- Keep current with Club offerings, amenities and special events
- Assist with incoming calls and greetings, as requested
- Act as a resource and problem solver as needed. Always exude a “can-do” outlook.
- Other duties as assigned

EXPERIENCE, EDUCATION AND QUALIFICATIONS:

- Demonstrable skills/education in Adobe Creative Suite design and social media posting/management. May be from college experience and/or internships if applicable.
- Proficient Microsoft Office skills (Word, Excel, PowerPoint, Visio, etc.)
- Proficient Adobe Creative Suite skills (InDesign, Illustrator, Photoshop, Acrobat)
- Ability to work proficiently with web-based CRM and CMS tools
- Ability to communicate in a professional and knowledgeable manner with owners-members, management, real estate agents and internal-external clients and others.
- Ability to plan, organize, and prioritize multiple responsibilities in order to meet strict deadlines.
- Ability to be flexible in schedule to attend Club events, activities, etc.

ATTRIBUTES:

- Passion for marketing and design
- Possess and exhibit excellent human relation skills
- Strong written and verbal communication skills
- Strong attention to detail
- Ability to work well under pressure and balance multiple priorities and assignments to meet deadlines
- Ability to be resourceful and proactive when issues arise
- Able to work independently and also in a team environment
- Tactful and diplomatic interpersonal skills
- Conscientious and dependable work ethic
- Ability to follow through on tasks and meet deadlines in a timely fashion
- Innovator – solve problems creatively with a “win-win” approach

COMPENSATION AND BENEFITS:

- Competitive wage and a comprehensive benefits package is offered, including a discretionary bonus program.
- Medical, Dental and Vision Insurance
- Voluntary Life Insurance
- Supplemental Insurance
- Flexible Spending Account or Health Saving Account
- Paid Time Off
- 401(k) Retirement Plan

Interested candidates should submit resumes, salary history and cover letter noting position of interest to: dkeele@taliskerclub.com.