



## Salem Country Club – Peabody, Massachusetts

### Director of Communications

#### About the Club

Founded in 1895, Salem Country Club is one of America's most storied private clubs, nestled on 380 picturesque acres in Peabody, Massachusetts. Located just 20 miles north of Boston in the heart of the North Shore region, Salem Country Club is a true New England gem, blending timeless tradition with modern sophistication. Its Donald Ross-designed golf course, renowned for its impeccable condition and strategic layout, is a testament to the Club's rich legacy. In addition to golf, members enjoy tennis, aquatics, and pickleball, making it an ideal family-oriented retreat.

Salem Country Club's history is as impressive as its amenities. Initially established in Salem, Massachusetts, the Club moved to its current Peabody location in 1925, where it has continued to evolve while preserving its heritage. A recent \$65 million, 65,000-square-foot Clubhouse renovation highlights the Club's commitment to excellence, offering stunning views from a wrap-around porch overlooking the 9th and 18th greens. This enhancement combines luxury and comfort while honoring the Club's legacy and the generations who have shaped its identity.

With an impressive \$10.5 million in gross revenue, \$7 million in annual dues, and \$1.3 million in Food and beverage revenue, the Club serves 550 members and is open year-round. It offers an unparalleled member experience in a warm, welcoming environment that feels like a "second home."

#### About the Position

The Director of Communications reports to the General Manager and Clubhouse Manager and plays a crucial leadership role essential to enhancing the member experience at Salem Country Club. This role creates and implements a forward-thinking communications strategy that strengthens member engagement, usage, and satisfaction. By leveraging the Club's rich history and vibrant culture, the Director of Communications will deliver dynamic, personalized messages across newsletters, social media, digital platforms, and more, ensuring members feel connected and informed.

#### **The Director of Communications Will Excel By:**

- **Establishing a High-Impact Communications Plan:** Craft and execute a multi-channel strategy that includes print, digital, email, video, and social media to engage members effectively.
- **Implementing Engagement Tracking Systems:** Develop systems to monitor and track member usage, behaviors, and preferences, using this data to refine communications and deepen member relationships.

#### **Key Responsibilities:**

- **Strategic Communications:** Design and implement a comprehensive communications plan, optimizing timing, frequency, and targeting to maximize member engagement.
- **Cross-Department Collaboration:** Work closely with department heads to ensure consistent, relevant, and engaging content across all Club services.
- **Performance Analytics:** Track and analyze communication effectiveness through key metrics like open rates, page visits, and engagement trends, making data-driven improvements necessary.
- **Creative Content Development:** Produce high-quality, on-brand content across various platforms, including print, web, email, and social media, to promote the Club's offerings and events.
- **Data-Driven Messaging:** Utilize member data to create personalized, relevant messaging that aligns with their preferences and enhances their experience.
- **Visual Media Production:** Capture compelling photography and video content to highlight key moments and enhance member communications.
- **Content & Asset Management:** Oversee the production of newsletters, promotional materials, and other communication assets to maintain a consistent and professional brand image.
- **Budget Oversight:** Manage the communications budget to ensure cost-effective strategies that maximize impact without exceeding financial targets.
- **Public Relations & Community Engagement:** Work with the Community Relations Committee to enhance the Club's visibility and reputation and maintain its status as a prominent fixture in the community.



- **Event Promotion & Website Management:** Promote Club events via social media and maintain the website as an informative, up-to-date hub for members.

This position is ideal for a creative, data-driven communications professional who thrives in a collaborative environment and is passionate about building member relationships and enhancing the overall Club experience.

#### **About the Ideal Candidate**

Salem Country Club is seeking a dynamic and creative Director of Communications to lead and elevate the Club's member engagement. The ideal candidate is an innovative communicator with a passion for storytelling, exceptional organizational skills, and a deep understanding of connecting with a sophisticated audience. This individual will play a key role in shaping the Club's brand and culture, delivering impactful communications that enhance the member experience, and showcasing the Club's rich heritage while embracing modern communication trends.

#### **What You Bring:**

- **Strong Communication Skills:** Exceptional written and verbal communication abilities with a talent for creating engaging and on-brand narratives, presentations, and campaigns.
- **Creative Campaign Development:** Proven ability to develop innovative communication strategies that engage members, foster a sense of community, and drive participation.
- **Organizational Excellence:** Highly organized with the ability to manage multiple priorities, execute detailed communication plans, and meet deadlines consistently.
- **Tech-Savvy:** Proficiency in Microsoft Office, Excel, graphic design tools, and digital content platforms, including social media and website management.
- **Integrity & Discretion:** A high degree of professionalism and integrity, and I am trusted to handle sensitive information and represent the Club with discretion.
- **Data-Driven:** A genuine curiosity for utilizing technology and data insights to tailor messaging and improve engagement.
- **Design & Media Expertise:** Skilled in graphic design, photography, and video content to capture critical moments and create visually compelling communications.
- **Experience with High-End Clients:** Comfortable working with high-net-worth individuals, understanding their expectations, and delivering exceptional service.
- **Stable Career Track:** A professional history of achievement committed to long-term success and stability in previous roles.
- **Educational Background:** A degree in Communications, English, Liberal Arts, or Graphic Design is preferred.
- **Experience:** Minimum of five years in membership services and communications, preferably in the hospitality, private club, or golf industries.

#### **Apply for This Position**

Interested candidates should complete the online candidate profile form and submit a compelling cover letter and resume for consideration to DENEHY Club Thinking Partners at <http://denehyctp.com/apply-for-a-position/>. If you have any questions or to recommend a candidate, please contact Carolyn Kepcher at 203.319.8228 or by email at [carolyn@denehyctp.com](mailto:carolyn@denehyctp.com).