



Marketing Manager

One of the world's leading yacht clubs is seeking a creative and experienced Marketing Manager for the management of all digital platforms to build awareness and engagement with live and virtual member events (drive reservations), support regatta communications, energize our virtual clubhouse (website, video, and social media), and promote hospitality services (food and beverage, banquets, guestrooms, retail). The Marketing Manager will also help produce print communications including marketing collateral, menus, and a quarterly member magazine.

The Marketing Manager works closely with committee chairs and professional staff and touches all aspects of operations for our historic 178-year-old Club.

The position will be located in Newport, RI.

Candidates with experience in hospitality and/or sports, especially sailing, are preferred.

- Responsible for management of public and member-only website/app content:
 - Ensure all Club events are populated on the event calendar with promotional copy and images.
 - Weekly content audit for updating general information, news, and member alerts.
 - Conceive, create, and post content within the virtual clubhouse, such as virtual events, photos and videos.
 - Regularly test functionality of all transaction-based website apps.
- Weekly eNewsletter
 - Maintain editorial calendar based on Club events and timing of major annual news items.
 - Communicate weekly with Club committee chairs on content planning and marketing plans for event promotion.
 - Create weekly eNewsletter broadcast (write copy and upload images, and handle formatting).
 - Manage targeted email campaigns for event-specific communications.
- Develop web content, digital collateral, print collateral, and sales and marketing strategies working with the Senior Director of Communications and the following department heads:
 - Banquets and catering (private events)
 - Guestrooms
 - Food and Beverage
 - Club Store

- Working with the Director of Communications, support regatta communications and sponsor activations.
- Manage events content for the NYYC Magazine, a quarterly publication.
 - Communicate with events committee chairs and manage publication deadlines.
 - Develop marketing strategy, create copy and source images.
 - Work with designer on layout and edits.
- Create regular social media content (photography and/or video) to promote Club events and hospitality services.
- Manage member requests to join the member-only Instagram and Facebook page.
- Document/share live club events using social media.
- Maintain monthly dashboard monitoring and reporting on public/member engagement on website, social media, and email campaigns.
- Ensure all communications reflect the brand vision, “voice,” and the visual branding guide of New York Yacht Club.
- Develop quarterly presentations for the Board of Trustees, highlighting communications content, current and future projects.
- Requirements
 - Bachelor’s degree, communications or marketing concentrations preferred.
 - 3-5 years of marketing experience, hospitality or sports preferred.
 - Excellent written and verbal skills a must.
 - Knowledge of social media platforms and supporting software such as Hootsuite.
 - Knowledge of web analytic tools such as Google Analytics.
 - Knowledge of media editing software, photo and video.
 - Knowledge of web and email content management systems. MailChimp experience preferred.
- HTML skills a plus

Founded in 1844, the New York Yacht Club is dedicated to attracting and bringing together a dedicated group of yachting and naval members to share and foster their interest in yachting and yacht racing. The Club maintains two clubhouses in Midtown Manhattan and Newport, RI. Member amenities include events, dining, guestrooms, private catering, moorings, and dock services. New York Yacht Club is one of the oldest private clubs in the country. The Club has a rich history with the America’s Cup, and today hosts the premier Corinthian yachting competition, the biennial Rolex New York Yacht Club Invitational Cup.

Please submit a cover letter and resume to: careers_ny@nyyc.org