

MARKETING AND MEMBERSHIP EXECUTIVE

RESPONSIBILITIES OF MARKETING AND MEMBERSHIP EXECUTIVE

You are to assist the Marketing and Membership Manager in the efficient and effective management of events, programmes and activities at clubhouse, including but not exclusive to the following functions:

- The planning, scheduling, development, design, organisation, promotion, preparation and conduct of all events organised by the Club. The planning, promotion, organisation and conduct of the Club's events and activities, Members' functions and corporate events are some of the critical tasks of this office.
- Drive the growth of events held in the Club through various sales & marketing channels and enhance the value of the Club as an events venue.
- Drive the growth of Club Membership through Club and Private events
- Coordinating and liaising with internal stakeholders including Clubhouse, Marina and F&B support necessary for the efficient and effective conduct of all events. Liaising with the external stakeholders including the F&B Operator in the planning, promotion, organisation and conduct of event activities.
- Ensuring that the Club's Membership Front Office is provided with accurate and timely information pertaining to all events.
- Assist in the preparation of various periodic reports for management's analyses and decision-making.
- Liaising with all organisations and agencies that deal in sea sports, social & recreation and any other related activities.
- Ensuring the safe keeping of all events related documents with specific attention to certification, proficiency records of courses, events held and any other activities related to and/or organised by the Club
- Attending promptly to all events related problems with emphasis on providing long-term solutions to those of a systemic nature.
- Work in close cooperation with the Marketing and Membership Officer to better promote events and Club Membership and ensure frequent content is available through the various events.
- Pre event costings, Post Events Evaluation and post-events reports
- Manage the Calendar of Events to ensure there is an active stream of events for Members.
- Develop templates for events, including proposals, forms etc
- Securing and managing sponsors for the funding of the Club's activities and events. In this respect, the reporting Manager must be consulted prior to agreeing to any contract with any organisation; the General Manager is also the Club's signatory for any of such contracts.

- Planning, organising, promoting, preparing, conducting and ensuring participation in the Club's events, whether on land or at sea. In this respect you are strongly encouraged to be familiar in the main seaports and social & recreation activities.
- To handle ad hoc projects as directed by Marketing and Membership Manager
- You will also be expected to perform any other suitable duties commensurate with your capability and potential as may be decided by the Reporting Manager.

