



## Marketing & Sales Coordinator | Gullane Golf Club

Department: Sales & Marketing	Reports to: Golf Sales Manager
Contract: Full/Part-time, Permanent	Hours: 40 hours per week
Salary: TBC	Location: Member's Clubhouse

### The Club

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Golf has been played over the links at Gullane for more than 350 years. We offer a varied range of golfing experiences for Members and visitors alike, combining a major role in the history of golf in Scotland, great golfing conditions, and a truly spectacular environment.

The Club is home to over 1700 Members, who enjoy the benefits of playing on three fantastic courses, including our championship No1 course which was a previous host venue for the ASI Scottish Open and Ladies Scottish Open.

### About the role

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With the restructuring of our bookings operation and initiating an in-house marketing role, we are offering the new position of Marketing & Sales Coordinator within our Sales & Marketing Team. We are seeking an experienced, highly motivated and creative marketing professional who will be able to develop the role and lead the Club in the development and delivery of a new marketing and communications plan.

A key member of the Sales & Marketing team, the ideal candidate will be instrumental in supporting the team to provide a robust sales campaign. The role will require someone who has experience working in sales, preferably within the golfing industry. A fantastic opportunity for the right candidate!

### Responsibilities

- Developing the Gullane Golf Club brand ID and narrative, ensuring consistent delivery of the brand ID across all inventory.
- Assist the Golf Sales Manager with external marketing and communications activity to maintain the Club's high profile with the visitor golf market (including media, tour operators, visitor groups, trade conferences and golf publications).
- Maintain and content manage the Club website following its redesign, liaising with other contributors to ensure copy and content is kept up to date.
- Analyse marketing data and produce insights from our visitor database and analytics.
- Work directly with the Golf Sales Manager to create effective promotions during low demand periods.
- Develop relationships with partner agencies to ensure Gullane receives proportionate coverage / marketing space in relevant publications and online content e.g. Scotland's Golf Coast, Scotland Where Golf Began, Scottish Golf,
- Establish effective working relationships with staff across all departments.

- Monitoring course reviews and using positive reviews to build content (Trip Advisor, Facebook, Google etc)
- Assist with client events, attend trade shows and site meetings when required.
- Any other related duties necessary to support the commercial success of the business.

## Candidate requirements

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### Essential

- Relevant degree or qualification in marketing and communications, or proven experience in a Marketing, Media or Communications role.
- Resourceful, positive, confident, and proactive approach to work.
- Ability to plan and deliver marketing activities and campaigns to achieve results.
- Experience of using website Content Management Systems.
- Possess good design skills and have the ability to design communication materials such as leaflets, posters, social media content and newsletters.
- Excellent written and verbal communication skills, with good attention to detail.
- Experience of developing and managing social media platforms.
- The ability to multi-task and effectively prioritise under pressure.
- IT skill set – Word, PowerPoint, Excel to highly competent level.

### Desirable

- Sales experience, preferably within the golf industry.
- Experience or awareness of Intelligent Golf and/or BRS (tee time management) software would be beneficial.
- Content writing/creation for the golf industry.
- Social media marketing tactics (LinkedIn, Twitter, Facebook, Instagram).
- Data handling and analytics.
- Email marketing campaigns.
- General interest and knowledge of golf.
- Foreign language ability – helpful when communicating with foreign tour operators and visitors.

## Salary & Benefits

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Highly competitive salary, commensurate with experience. Great company benefits including staff golf policy, company pension, bonus scheme, staff uniform and active staff social committee.

## Contact us to apply

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Applications should include an up-to-date CV and covering letter, indicating salary expectations and emailed to Gordon Simpson, Secretary: [gordon.simpson@gullanegolfclub.com](mailto:gordon.simpson@gullanegolfclub.com)

All applications should state **MARKETING & SALES COORDINATOR** as the subject line.

To discuss the role further, please contact Gordon Simpson directly on Tel: 01620 843760.

**Closing date for applications is Friday 10<sup>th</sup> May 2024 at 5pm.**

(THANK YOU FOR YOUR INTEREST - ONLY CANDIDATES WHO ARE SELECTED FOR INTERVIEW WILL BE CONTACTED)