

KOPPLIN KUEBLER & WALLACE

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DIRECTOR OF COMMUNICATIONS CASTLE PINES GOLF CLUB CASTLE ROCK, CO

THE DIRECTOR OF COMMUNICATIONS OPPORTUNITY AT CASTLE PINES GOLF CLUB

Castle Pines Golf Club (CPGC) has a tremendous opportunity for a highly qualified, capable, and motivated individual to become the Club's new Director of Communications (DOC).

[Click here to view a brief video about this opportunity.](#)

CASTLE PINES GOLF CLUB

It was 1969 and Jack Vickers had just moved to Denver and wanted "to get better acquainted with his new surroundings" when he stumbled upon the property that is now Castle Pines Golf Club. Out on a drive to explore the area, he came upon a dirt lane on the south side of town and, on a whim, turned onto Happy Canyon Road. He stopped his car about half-way up the lane, got out and climbed to the top of a rocky ridge — discovering a 360-degree panorama of iconic Colorado scenery. He had found the perfect spot to build his world-class golf course and club. It took 12 determined years before Vickers had persuaded the numerous local landowners involved to deed him the title to the acreage he needed. With the location of his club decided, Vickers turned his attention to the golf course and engaged Jack Nicklaus to be the course designer. Touring the site on foot and by helicopter, both Vickers and Nicklaus are fond of saying that though they seldom agreed, they ultimately hammered out the final layout to what would become one of the best golf courses in the country. Construction began in 1979 and Castle Pines Golf Club officially opened in October of 1981.

From its origination, Jack Vickers envisioned Castle Pines Golf Club setting the standard of excellence in all phases of its operation. From the Jack Nicklaus designed golf course to the dining experience, on-site cottages, the classic Clubhouse atmosphere and beyond, accommodating hospitality and world-class quality remain a signature of Castle Pines Golf Club today.

With a genuine fondness for the Club, Jack Nicklaus returned to Castle Pines in the fall of 2015 with the goal of evaluating the course he originally designed in 1981. At the conclusion of an extensive tour and assessment of each hole, 18 new greens and four-hole renovations were on the drawing board. The project was completed in the fall of 2016 and Castle Pines began its new era as a modern-day layout capable of hosting both a major championship and daily Member/guest play all on the same day.

Castle Pines Golf Club is a nationally ranked private golf club consistently ranked among the top 50 clubs in the United States, it prides itself on the level of service it provides to members and guests along with attention to detail.

CASTLE PINES GOLF CLUB BY THE NUMBERS:

- Founded in 1981
- 324-members
- Total number of employees – 250 peak; 75 non-peak
- Privately Owned

CASTLE PINES GOLF CLUB WEB SITE: www.castlepinesgolfclub.club

DIRECTOR OF COMMUNICATIONS JOB DESCRIPTION

The Director of Communications role reports directly to the Castle Pines Golf Club AGM and works collaboratively with him and the CPGC Team.

The successful candidate will be outgoing, hospitality oriented, persistent, collaborative, focused, relevant to current trends, and possess a positive 'can do' attitude. Many of the activities that will flow through and be part of the DOC's role are new and require an exceptionally strong attention to detail, ability to manage multiple priorities, and work effectively with a cross-functional team.

The Director of Communications must be talented and visually creative to assist the Club in the direction of its marketing and communications initiative. The DOC will work with Club Leadership and department heads to create and manage all marketing or PR materials. This role requires a creative mind while being an organized, time-efficient and team oriented individual.

KEY PRIORITIES OF THE DIRECTOR OF COMMUNICATIONS

'Hitting the ground running' is a key expectation of the new DOC, but equally important are the following key points of initial focus and concern:

- Provide strategic direction and oversight of all Club wide communications including internal and external communication, media outreach, digital media, content development, graphics design and print production.
- Develop and implement a comprehensive communications plan that expands the Club's employment brand, Club events, and overall communication.
- Advise senior leaders on communications best practices and brainstorm creative solutions to address internal and external communications challenges.
- Ensure message alignment across all communications channels and platforms.
- Assist in the writing, design and production of traditional media formats, including hard copy newsletters, pamphlets, etc.
- Prepare and manage all external written communication and some internal written communication.
- Oversee the Club website and its content.
- Prepare weekly or bi-weekly email blasts to the membership.
- Assist in the implementation of a new Club website, App and/or brochures.
- Responsible for creating and updating any membership related marketing and promotional material both print and electronic
- Responsible for management of Club logos and how they are used.
- Work with Club Leadership on brand management and enhancing the Club brand power in the future.
- Write and manage all press releases and serve as the Club's liaison to the media when needed.
- Design and update any and all dining menus.
- Design all Club Party or special event invitations and Club schedule.
- Prepare all Club tournament packets and information boards.
- Assist Membership Coordinator with any mailed letters or notices to the membership.
- Coordinate photography of all Club events.
- Manage Club photo and history archives.
- Create an annual Club yearbook.
- Manage all work outsourced to a graphic design firm.
- Assist Club Leadership and department heads with any and all visual material.

CANDIDATE QUALIFICATIONS

- 3-5 years marketing or related professional experience
- Efficient in all Microsoft Office programs (Word, Excel, PowerPoint) as well as online and website platforms
- Adobe creative suite, Expert Proficiency
- Proficient writer in all forms of communication, verbal and written, English
- Creative mind in creating brochures and digital flipbooks
- Knowledgeable in HTML coding

- Strong interpersonal and communication skills, including verbal and written
- Excellent organizational skills deadline focused
- Driven to succeed in a customer service-related environment
- Operates with a sense of urgency and strives to produce the best possible product

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

Preferably, a bachelor's degree or college diploma in communications or marketing, with a commitment or historical involvement in on-going professional development certification programs.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience, and CPGC offers a comprehensive benefits package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter (in that order) using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process.

Preparing a thoughtful cover letter of interest and alignment with the above noted expectations and requirements is necessary.

Your letter should be addressed to Drew Schneider, Assistant General Manager, and clearly articulate why you want to be considered for this position at this stage of your career and why CPGC and the Castle Rock area will be beneficial to both you and the Club if selected.

Expressions of interest in this matter should be conveyed to our Firm no later than March 26, 2021. Interviews will likely occur in Mid-April with the successful candidate likely in place in May 2021.

PLEASE NOTE THE IMPORTANCE OF THE FOLLOWING PRESENTATION OF YOUR PERSONAL INTEREST AND QUALIFICATIONS. YOU MUST SUBMIT IN THE NOTED MANNER!

IMPORTANT: Save your resume and letter in the following manner:

"Last Name, First Name Resume" &

"Last Name, First Name Cover Letter Castle Pines Golf Club"

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Holly Weiss: holly@kkandw.com

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