



### **Marketing/Sales & Communications Officer**

Howth Yacht Club is a prestigious sailing club located in North Dublin, with a rich history spanning over 125 years. We have a 250-berth marina and a distinctive Clubhouse offering year round sailing and social activities in an enviable coastal location. HYC is dedicated to promoting sailing, fostering a vibrant community, and providing exceptional experiences on the water.

We are seeking a dynamic and passionate Marketing/Sales & Communications Officer to join our team. The ideal candidate will be responsible for developing and executing strategic marketing initiatives to drive membership growth, increase engagement, and promote our club's offerings. Key responsibilities include marketing sailing events planning and executing a communication strategy to engage and attract members through social media channels and online.

### **Key Responsibilities:**

- **Marketing Campaigns:** Create and execute marketing campaigns across various channels (online, offline, social media, etc.) to promote Club events, courses, and membership benefits.
- **Content Creation and Upload:** Produce engaging content, including but not limited to blog posts, social media updates, newsletters, and promotional materials.
- **Sales Strategy:** Develop and implement sales plans to attract new members, retain existing members, and increase revenue streams.
- **Partnerships and Sponsorships:** Identify and forge partnerships with relevant businesses, sponsors, and organizations to enhance Club visibility and offerings.
- **Event Coordination:** Collaborate with the events team to plan and execute sailing events, open days, and promotional activities.
- **Market Research:** Conduct market research and competitor analysis to identify trends, opportunities, and areas for improvement.
- **Reporting:** Prepare regular reports on marketing performance, providing insights and recommendations for optimization, track and reporting on leads, memberships, and engagement levels.

### **Requirements:**

- Excellent communication and interpersonal skills
- Experience in marketing, communications, or a similar role is desired
- Strong understanding of sales and marketing principles and techniques
- Proficiency in digital marketing tools and content creation platforms
- Passion for sailing or water sports is a plus

### **Benefits:**

- Competitive salary based on experience
- Flexible working environment with potential to work from home 1-2 days per week
- Coastal location, easily accessible by DART or bus
- Opportunities for professional development and growth within the organization, including mentorship from General Committee representatives
- Access to Club facilities and sailing activities
- A collaborative and supportive work environment within a vibrant sailing community.

**Please submit your CV and a covering letter to [recruitment@hyc.ie](mailto:recruitment@hyc.ie)**