

JOB POSTING



Job Title: Programs & Marketing Manager

Location: National Yacht Club, 1 Stadium Rd, Toronto

Position Type: Full-Time 15 Month Contract (100% in-office)

Reports To: General Manager & Chief Operating Officer

Hours/Week: 40 hours/week with flexibility and depending on seasonality of Club, events, etc. Some evening and weekend work required.

Compensation: Salaried wage negotiable based on experience, medical benefits after 3 months, complimentary parking, complimentary soft drinks, discounted meals.

Overview:

The Programs & Marketing Manager is a dynamic, multi-faceted role responsible for overseeing the youth and adult sailing programs, ensuring smooth operations, and promoting the Club's activities through various marketing channels. This individual will manage course registrations, instructor recruitment, Club public facing and member facing website, develop engaging marketing content to keep the Club's community informed and excited about upcoming events, programs, and services, and oversee the maintenance of program assets.

NYC is a member volunteer Club, and staff work alongside member volunteers all the time. At times, there will be weeknight meetings with volunteers, occasional weekends, and consistent follow-up.

Key Responsibilities:

Programs Management:

- **Youth Sailing & Racing School:**
 - Oversee the development and execution of the Club's youth sailing and racing school programs, including organizing and managing course registrations on Checklick.
 - Collaborate with a member committee to hire qualified instructors for CANSail programs, ensuring alignment with program objectives and safety standards.
 - Oversee and report on fleet status and maintenance, ensuring that all dinghies and small vessels are in good working condition for classes and programs.
 - Oversee planning and ticket sales for end of season banquet with kids & parents.
 - Working with the Head Instructor, managing 6-8 sailing instructors from roughly June-October.
- **Adult Sailing Programs:**
 - Promote the registration for adult sailing programs, including learn-to-sail courses and keelboat lessons, and ensure smooth processing of payments and enrollments.
 - Coordinate bookings for workshops such as first aid courses, VHF radio license courses, and other relevant training for members.
 - Collaborate with a member committee to ensure a full calendar of workshops, courses, seminars, and Sailors Nights that add value to membership.

- **General Operations & Event Support:**
 - As a member of the Club Office team, assist with large Club event coordination and administration, including boat launch and haulout days, open houses, Toronto Boat Show, and social events, Club weeknight racing and cruising program administration.
 - Provide customer service at the front desk, selling regalia, managing registrations, and signing members up for special events like mastings days, processing ticket sales.
 - Help facilitate the logistics for regattas and other Club events, ensuring a smooth, efficient operation.

Marketing & Communications:

- **Email Marketing & Communications:**
 - Develop and distribute the Club's weekly email newsletters, ensuring members are kept up to date on events, programs, and Club news.
 - Draft and send additional emails to notify members of any updates, changes, or special offers.
- **Website & Digital Presence:**
 - Ensure timely updates and relevant content on the Club's website to maintain an engaging and user-friendly experience for members.
 - Use Google Analytics to track website traffic, user engagement, and to assess the effectiveness of marketing strategies.
- **Graphic Design & Event Promotion:**
 - Create posters, flyers, and digital media to advertise programs, events, and special activities within the Club.
 - Develop promotional materials to generate excitement and participation in various sailing courses and Club events.
 - Manage correct use of Club's logo, design guidelines.

Administration & Customer Service:

- Provide general administrative support to the Club office as required.
- Ensure a high level of customer service at the front desk, offering assistance to members and handling sales of regalia and other merchandise including ticket sales.
- Assist office staff with various administrative tasks.

Qualifications:

- Previous experience in program management or coordination in a recreational, educational, or similar environment.
- Excellent communication skills, both written and verbal, with a keen attention to detail. Strong organizational skills with the ability to multitask and prioritize effectively.
- Proficient in using online registration platforms (e.g., Checklick) and general office software (Jonas Club Management, Word, Excel, Google Suite).
- Familiarity with Google Analytics, email marketing platforms, and basic graphic design tools (Canva, Adobe Suite, etc.) is an asset.
- Strong understanding of dinghy sailing, boat maintenance, and operation of small powerboats considered an asset.
- Prior experience in customer service and event coordination is highly desirable.

- Knowledge of sailing and maritime regulations or certifications (e.g., CANSail, VHF) is an asset but not required.

Personal Attributes:

- A passion for sailing and the boating community.
- Self-motivated with the ability to work independently as well as collaboratively within a team.
- Strong problem-solving skills and ability to think on your feet.
- Enthusiastic, positive, and service-oriented attitude.
- Creative and vibrant.

Working Conditions:

- This is a full-time, year-round position with occasional evenings and weekends based on the needs of the programs and events.
- Work will be at the yacht club, with some time spent outdoors primarily from April-October for sailing school activities, on-water activities, operational assistance as needed.

If you are a motivated individual with a passion for sailing, community engagement, and marketing, we encourage you to apply for this exciting opportunity to be a key player in the success of our vibrant yacht club! Send your resume to manager@thenyc.com. No phone calls please.