



St. Francis Yacht Club

The Mission of the St. Francis Yacht Club is to serve as the inspirational center of boating activities regionally, and a leader of yachting internationally.

We honor camaraderie, sportsmanship, tradition and the maritime heritage of San Francisco in a premier yachting environment.

St. Francis Yacht Club is one of the premier yacht clubs in the world, home to 2,400 esteemed and diverse members, all of whom share a passion for yachting. Located on the shore of the San Francisco Bay, the City Clubhouse features three unique dining spaces, numerous elegant event spaces and athletic facilities for junior sailors and adults alike. The club's regatta schedule is one of the most competitive in the world, playing host to 125+ days of racing, including several Grade 1 International regattas.

Additionally, StFYC owns a private island, Tinsley Island, 70 miles up the Delta, where our members enjoy social and boating opportunities as well as key club events during the peak season of May through October.

Position: Communications Director

Reports to: General Manager/Chief Operating Officer

Direct Reports: Outsourced communications vendors

Core Competencies:

Enthusiastic, self-motivated individual with good teamwork track record

Strong interpersonal and administration skills

Ability to perform role in high pressure and/or emergency situations

Proficiency in English grammar, with skills in news-style and feature writing, copywriting, proofreading and editing.

Familiarity with editing standards including *The Chicago Manual of Style* and the *Associated Press Stylebook*.

Experience with computer graphics software, including InDesign, Illustrator, Photoshop, MS PowerPoint, MS Outlook and Adobe Acrobat.

Experience with MS Word, Excel and database programs.

Experience in the management of others and leading a team.

Summary of Responsibilities:

Coordinate the consistent development and production of the club's weekly and monthly newsletters (*Mainsheet* and *The Current*), press releases and other internal and external written, printed and digital communications, including correspondence to members, coverage of regattas, collateral for club events, brochures, programs, signs, menus and various other club assets.

Job Tasks (Duties)

Function as the conductor of the communications at the Club. Solicit information from volunteers and staff to incorporate into the appropriate communication outlet.

Be responsible and accountable for overall use of the Club's Burgee (Logo) and Brand Guidelines

across all departments and committees (including but not limited to Ketch All Gift Shop, Membership, Food and Beverage, Executive offices, etc.).

Edit all communications (internal and external) from the Club, not including individual staff or volunteers' email.

Assist with requested correspondence for the Commodore, Vice Commodore, Rear Commodore, and Chairman of the Board, the Board of Directors and the GM/COO.

Operate all communications in a timely manner and within the budgets as approved by the Board of Directors.

Create articles for the website, with fresh content several times a week and linked articles from other sailing publications. Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate.

Coordinate with Race Office and Executive Race Committee to write and distribute regatta press releases; report to members on outcomes from Club Events, such as sailing classes, club functions and activities on Tinsley Island.

Act as liaison to manage *Mainsheet* submissions from members and staff and track deadlines. Manage relationship with third party vendors charged with creating, printing and distributing monthly *Mainsheet* magazine.

Catalogue and archive all images, print and digital assets, from Club Events, regattas, Tinsley Island activities, with ability to efficiently locate assets and images.

Regularly interface with Club committees and assist with the annual and monthly schedule for promoting their activities and programs. Attend monthly Marketing Committee meetings.

Develop, implement, and evaluate the Club's annual communications plan in collaboration with the committees and staff.

Monitor communications reporting systems to test the effectiveness of communications activities, such as email open rates, social media engagement and website hits.

Manage the development, design, distribution, and maintenance of all print and electronic collateral including, but not limited to, *Mainsheet*, brochures, programs, signage and other Club publications.

Manage and update the Club's website and Rolex Big Boat Series website.

Monitor and manage club stationery supplies and vendor relations.

Manage all contacts in sailing and mainstream media.

Manage all social media outlets, including creation and distribution of content across channels on a daily or as-needed basis.

Operate Press Boat during regattas and/or manage relationships with voluntary press boat drivers and photographers.

If you are interested in becoming a member of a high energy, driven team, please submit your resume at www.stfyc.com or by email at jobs@stfyc.com. EOE.