



DIRECTOR SOCIAL & HOSPITALITY

DUTY STATEMENT

Purpose

Lead the development of the Club's social calendar, hospitality activities and venue activation initiatives to strengthen member engagement, increase community participation and enhance the overall Club experience.

Primary Responsibilities

- Develop and coordinate an annual calendar of social, educational and community events consistent with the Strategic Business Plan.
- Plan and oversee Club functions, presentations, member gatherings, seasonal celebrations and recurring events.
- Support the delivery of initiatives that encourage members to return to the Club outside normal sailing activities.
- Work closely with the Social Committee to coordinate volunteers, event logistics and member engagement activities.
- Identify opportunities to activate the Club House through community groups, partnerships and appropriate venue hire.
- Coordinate hospitality activities to ensure members and visitors receive a welcoming and enjoyable experience.
- Work collaboratively with the Bar & Licence Manager to ensure hospitality services support Club events effectively.
- Assist in developing new recurring initiatives such as the PSYC Wine Club, educational evenings and guest speaker presentations.
- Monitor attendance, member participation and event performance, providing recommendations for continual improvement.
- Support membership growth by ensuring Club events provide welcoming opportunities for prospective members to engage with the Club.
- Encourage a culture of inclusion, volunteer participation and community involvement throughout all social activities.

Key Relationships

Works closely with the Commodore, Bar & Licence Manager, Social Committee, Director Membership, Director Marketing & Sponsorship, volunteers and external event partners.