Position Description

Business & Marketing Officer – Alice Springs Golf Club Inc.

About Alice Springs Golf Club

The Alice Springs Golf Club is a premier multifunctional facility featuring an 18-hole desert course with grassed fairways, tees, and greens set against stunning mountain ranges and rocky outcrops. Other facilities include a 14-bay driving range, practice putting areas, golf simulators, bowling green, pro shop, and clubhouse with administrative offices, bar and restaurant.

As a seasonal service and tourism centre with a diverse population, introducing new customers, members, sponsors and players to the club is essential for our continued success.

Position Overview

The Business and Marketing Officer is an integral part of our team. This hands-on role supports management by performing administrative and marketing functions critical to the club's operations and growth.

Key Responsibilities

- Greet members and guests with a warm and friendly demeanour
- Manage membership processing and database administration
- Manage sponsorship administration and invoicing
- Monitor and respond to incoming emails promptly
- Process payments, handle banking tasks, and follow up on outstanding payments
- Implement marketing strategies and campaigns
- Create engaging content across social media, email, SMS, and print platforms
- Contribute to community initiatives and membership engagement programs
- Provide in-house graphic design support
- Assist with annual and special general meetings
- Manage online reputation and respond to customer reviews
- Help maintain the Club's website
- Ensure all marketing materials align with brand identity
- Assist other team members as needed

Qualifications, Experience and Attributes

- Strong computer literacy and experience with Microsoft 365 (Word, Excel, SharePoint, outlook) design apps (adobe or Canva) and Mailchimp
- Relevant qualifications or experience in business administration and marketing

- Experience with Xero and Bepoz (or similar point of sale software)
- Skills in data-entry and cash reconciliation
- Experience in marketing, digital marketing, social media management and email marketing
- Strong communication, analytical and problem-solving skills
- Excellent time management and attention to detail
- Excellent written and verbal communication and customer service skills
- Resilience and ability to work well autonomously and to meet deadlines
- Strong team focus and relationship-building skills
- High level of personal presentation
- Passion for excellence and enthusiasm to achieve high levels of member and visitor satisfaction
- Availability to work flexible hours as required