

Fractional Chief Marketing Officer Summit Golf & Country Club

About Summit Golf & Country Club

Summit was founded in 1912 and continues to this day as one of Canada's top 50 golf courses and one of Stanley Thompson's signature designs.

Summit is a golf-only private club located at the north end of Richmond Hill with a vibrant membership of over 500 golf enthusiasts who continue to invest in the betterment of the club. Over the last 15 years, Summit has renovated the golf course (led by club member and renowned Canadian golf course architect Doug Carrick), relocated & rebuilt a modern golf shop and golf academy, and recently voted to renovate & update the clubhouse originally designed in 1914 by noted Toronto architect Eden Smith (construction on the new clubhouse is on-track to commence later this year).

The Summit Golf Experience

- Our objective is to build upon our position as a top 50 golf course in Canada, and to continue to attract members to our club.
- An inclusive club for golfers of all skill level of skills, it is a "club for players, accessible to all".
- We host many golf events and competitions (from fun to competitive), open to all members across all skill levels.
- We foster a friendly atmosphere welcoming to men, women, juniors and families, and afford all members the opportunity to play.
- A traditional parkland golf course which has been updated and maintained to optimal condition.
- A course that is easily accessible from the city as well as areas surrounding Richmond Hill, while maintaining its original secluded country ambiance.
- Beginning in 2026, a refreshed and renovated clubhouse experience, providing fine dining and social events throughout the year.
- Summit boasts members who compete on the PGA Tour, LPGA Epson Tour, and in a variety of provincial and national events. Of note, Summit was recently selected as a Finalist for the "Best Competitive Junior Golf Program in Canada". Many of our graduating juniors are now on NCAA scholarships or compete on their Canadian University teams.

The Role

- Summit is seeking a Fractional CMO (approximately 20-30 hours per month) to join the senior management team of the club.
 - While this is not a full-time role, it is a continuous role. It is not a project; it is expected that this role will continue into future years.
- The CMO will report to the General Manager.
- In addition to the General Manager, the CMO will work closely with the Chair and Members of the Marketing Committee.

- The CMO will be responsible for creating, designing, & developing a three-year marketing plan.
 - The creation of the plan will be aligned to the club's goals and objectives.
- The CMO will also be responsible for the in-year execution of the marketing plan.
 - Execution will include monitoring and reporting campaign and initiative effectiveness.
- The expectation is that this job will be performed remotely, with occasional in-office hours.

The Successful Candidate

You are the right candidate for this job if:

- You are an excellent communicator and strategic thinker that demonstrates both leadership and collaboration with the teams in which you work.
- You have 5-10 years of senior marketing experience.
- You understand and have experience with the core elements of marketing – specifically where Summit is concerned, demonstrable skills in value proposition development, promotion, pricing, partnerships, communications, and digital marketing.
- You have a deep understanding of what makes brands unique and are detail-oriented when it comes to implementing consistent, on-brand communications.
- You have an eye for design and a sense for compelling content.
- You are well-versed in best-practices and actively seek out new information about current and future trends.
- You are a creative thinker who sees the value in untapped channels and opportunities.
- You are looking for an opportunity to create a plan through the small team you lead and participate in the execution of that plan.
- You are comfortable with a part-time or fractional role requiring 20-30 hours/month of your time.
- Knowledge of the golf industry would be beneficial.

Expectations

As preliminary objectives, the club has set the following expectations for the role:

- Develop a clear brand/value proposition and broader appeal for the golf club.
- Define a basic profile for membership and activities to deliver/maintain.
- Design a concerted outreach to attract new members and maintain ongoing waitlist.
- Develop strategies to increase value for the existing members.
- Develop a communications plan leveraging digital media.
- The execution of a marketing plan will attract a range of new members, engage existing members in new facets of the club, and support revenue-generating departments; including membership, clubhouse and the golf shop

Contact

Please send your cover letter and resume to the General Manager, Chris Neale at cneale@golfsummit.com