



Job Description

Sales and Marketing Manager

Location: Royal Malta Golf Club (Established 1888)

About the Royal Malta Golf Club

Founded in 1888, the Royal Malta Golf Club (RMGC) is one of the oldest golf clubs in the world, offering a rich blend of tradition, history, and a premier golfing experience in Malta. Predominantly a private members club, the RMGC provides a unique destination for golfers, visitors, and especially its members to enjoy an exceptional course, amenities, and event facilities. The RMGC is one of only 65, of the 38,800 golf clubs worldwide, to be afforded the Royal title.

Role Summary

Our **Sales and Marketing Manager** will oversee the club's sales, marketing, and retail functions. This individual will play a key role in driving membership growth, increasing green fee sales, promoting rental equipment, managing retail shop sales, and handling facility bookings for functions and events. They will be a proactive, self-starting professional who is passionate about enhancing RMGC's presence in the golfing and event markets.

Key Responsibilities

- Develop and execute marketing strategies to promote RMGC's memberships, green fees, rental equipment, retail shop sales, and event facilities.
- Drive new memberships, renewals and retentions by creating targeted campaigns and engaging promotional initiatives.
- Increase sales of green fees, equipment rentals, retail shop products, and event bookings through effective marketing and outreach efforts.
- Manage and inspire a small team to deliver on RMGC's sales and marketing goals, fostering a collaborative and motivated team environment.
- Develop partnerships with local and international tourism boards, hotels, and relevant industry partners to promote RMGC as a premier golfing and event destination.
- Design and implement digital and social media marketing strategies, including website content management, email marketing, and social media campaigns.



- Collaborate with RMGC's sub-contractors (catering and PGA Pro) to ensure that member and guest experiences meet our high standards and align with marketing objectives.
- Prepare and present regular sales reports, metrics, and analysis to management.

Qualifications and Skills

- **Education:** Bachelor's degree in Marketing, Business Administration, or a related field preferred but not essential.
- **Experience:** Proven track record in sales and marketing, ideally within the sports, hospitality, or leisure industry.
- Strong communication, negotiation, and relationship-building skills.
- Demonstrated experience with digital marketing tools and CRM systems.
- Ability to work independently as a self-starter, with a proactive and determined approach to meeting goals.