

Membership Department

I. Position

Membership Director (5.1)

II. Related Titles

Membership Secretary; Director of Marketing and Sales; Account Executive; Sales Manager

III. Job Summary

Develop and implement programs, projects and activities designed to increase and retain membership in the club.
Represent the club in its relationships with numerous external constituencies.

IV. Job Tasks (Duties)

1. Maintains the club's data base (membership register) of members' files
2. Develops and assures that established procedures for processing prospective members' applications are consistently followed
3. Plans and implements strategies to meet club membership goals
4. Processes all requests for membership
5. Assists prospective members in fulfilling application requirements
6. Conducts orientation program for new members
7. Promotes club activities using table tents, newsletters, direct mail flyers and other means
8. Holds prospective member functions
9. Calls and requests active members to make personal referrals and to assist with recruitment efforts
10. Processes member registrations; develops report(s) and undertakes special projects as applicable if membership retention problems arise
11. Determines markets to be canvassed for qualified individuals and completes and maintains perpetual member invitee roster
12. Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met
13. Personally meets each club member and instills confidence that the club is operated in the best interests of the membership
14. Serves on applicable club committees to assure that members' interests are consistently addressed
15. Conducts tours for prospective members
16. Follows-up on telemarketing efforts, member referrals, leads from staff, catering contracts, newspaper articles, lists, publications, etc.
17. Organizes production of membership kits for sales calls, blitzes and direct mail activities
18. Researches the need for on-going sales promotions regarding demographics, market segmentation data, etc.
19. Provides sales and other applicable training for staff members
20. Tracks the success (performance) of all membership activities
21. Coordinates the development of social activities/calendar for the club
22. Maintains a file of club history information
23. Coordinates all club public relations efforts, newsletter, news and media events
24. Attends management and staff meetings
25. Effectively responds to member comments in accordance with club standards, policies and rules; uses ideas, feedback and suggestions to continuously improve the services provided to members
26. Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained
27. Recruits, trains, schedules and evaluates subordinates according to established club procedures
28. Plans and develops training programs and professional development opportunities for himself/herself and all other subordinates
29. Reports approved new members to the Controller to initiate proper administration of their memberships. Ensures that applications are completely and properly filled out, that initiation fees are collected and that new members understand the privileges and costs of becoming a member
30. Interacts with local Chamber of Commerce, Welcome Wagon and other community organizations to network and market the club

V. Reports to

General Manager

VI. Supervises

Social Activities Manager; Communications Manager