

Club XXX
Job Description (Rev. 4-09)

Position: Membership & Marketing Director

Related Positions/Titles: Membership & Marketing Director, Membership Secretary; Director of Marketing and Sales; Account Executive; Sales Manager; Director of Membership Development; Member Relations Manager; Membership and Marketing Director; Membership Retention and Communications Director (Manager); Members Services Coordinator

Job Summary (Essential Functions):

Develop and implement marketing and sales programs, projects and activities designed to increase the sale and processing of memberships and to retain existing membership in the club beyond historical averages and in accordance with the club's goals, objectives, strategic plans, rules & bylaws. Represent the club in its relationships with numerous internal and external constituencies.

IV. Job Tasks (Additional Responsibilities)

1. Maintains the club's membership databases and roster (membership certificate register, resignations, transfers, address & contact information, roster and website) with the assistance of Accounting
2. Develops and ensures that established procedures for processing prospective members' applications are consistently followed and is directly responsible for administrative processing of member applications and all appropriate established membership administrative reports.
3. Plans and implements strategies to meet club membership goals
4. Processes all requests for and transfers of membership
5. Assists prospective members in fulfilling application requirements
6. Conducts orientation program for new members
7. Promotes club activities and events using table tents, newsletters, posters direct mail flyers the website and other means as appropriate
8. Develop and implement prospective member functions
9. Calls and requests active members & new members to make personal referrals and to assist with recruitment efforts
10. Determines markets to be canvassed for qualified individuals and implements programs that yields new members
11. Develop, implement, manage and monitor a sustainable and successful Member Retention Program
12. Assesses the need for and makes recommendations regarding retention and recruitment to help ensure that the needs of ever-changing markets are met
13. Serves on Membership Committee and other related club committees to assure members' interests are consistently addressed
14. Conducts tours for prospective members
15. Follows-up on telemarketing efforts, member referrals, leads from staff, catering contracts, newspaper articles, lists, publications, etc.
16. Organizes production of membership kits for sales calls, and direct mail activities
17. Researches the need for on-going sales promotions regarding demographics, market segmentation data, etc.
18. Provides sales and other applicable training for staff members
19. Tracks the success and overall performance of all membership activities
20. Works with management and committees to coordinate & develop the club's social & golf activities for the club
21. Maintains a file of club history information (to include exit interviews)
22. Coordinates club public relations efforts, members' newsletters, news and media events and club brochures

23. Attends management and staff meetings
24. Conduct trend analysis and offer recommendation and programs accordingly
25. Responsible for the overall production of the quarterly newsletter (i.e. collect/manage content, establish priorities & format, edit, send to designer for printing and distribution.
26. 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
27. Develops and manages departmental budget; monitors and takes corrective action as necessary to help assure that budget goals are met
28. Participates in professional development opportunities
29. Reports all approved new members to Accounting & other pertinent Department Managers/Staff 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, Social and Civic Organizations, Realtors, City Officials and other community organizations to network and market the club
31. Provides notices and agenda for and invites and maintains minutes of the club's membership committee
32. Maintains club's member bulletin boards
33. Updates club's Web site
34. Surveys other clubs for information useful in setting and revising club membership policies
35. Maintains all waiting lists for club and golf memberships
36. Responsible for maintaining confidentiality of all member information.
37. Is present during club operating hours and events to assist in meeting and greeting members and guests
38. Completes other appropriate assignments as instructed by the general manager.

V. Reports to
General Manager

VI. Supervises
NA

Employee's Signature: _____ Date: _____