

Job Description & Additional Employment Terms

POSITION TITLE: *Sales & Marketing Director*

(Full-Time, management level position under G&A Dept.)

BASIC FUNCTION

- solicit and retain **private banquet event customers** from within the membership and outside the club, as require to meet or exceed established F&B revenue & policy goals.
- Solicit and retain qualified **membership nominees** for all classes of club membership, so as to meet or exceed established membership sales and transfer goals.
- Actively promote club facilities, services, and activities from within the club, as well as outwardly, within the Community.

GENERAL RESPONSIBILITIES:

- A. Work closely with Management, fellow staff, Marketing & Membership Committees, to develop, modify, and EFFECTIVELY EXECUTE an ongoing **membership sales and event sales marketing/advertising plan**, which meets or exceeds current and future goals, as identified within the Long Range Plan, policies, annual budgets, and management directives.
- B. Make progressive recommendations relative to all membership classifications (as identified in Bylaws), including associated fees, dues, facility use rights, promotions, qualifications, admission policies & procedures, and orientation/retention services.
- C. Make progressive recommendations relative to solicitation and retention of private banquet/meeting event customers, including fees, menu pricing & design, contracts, and seasonal promotions.
- D. Act as the Club's public relations agent. Assure that the club, and its Management, are visible and recognized, as valuable contributors to the Community.

SPECIFIC DUTIES:

- 1) Review and thoroughly understand the club's Bylaws, especially the identified membership Classifications, including associated terms, use/voting limitations, and transferability for each. Be sure that all nominees has received a copy of the Bylaws just prior, or upon submitting their nomination paperwork and Membership Fees.
- 2) Review and thoroughly understand the club Rules & Regulations, including any approved revisions. Be sure that each "Nominee" has received a copy just prior, or upon submitting their Membership nomination paperwork and Membership Fee.
- 3) Review and thoroughly understand all the offered membership and event sales information, including familiarization with current member demographics, fees, monthly dues, food & beverage minimums, etc. Be sure that membership Nominees and event customers have received (and you have reviewed with them) either a currently revised Private Event Contract (incl. policy guidelines) or a complete "Membership Nomination Package" prior to their

submitting for Membership nomination or facility use, or paying any monies to the Club for the purpose of membership nomination or event services.

- 4) Be familiar with seasonally offered Membership sales incentives and banquet menu/service packages, including any member and/or staff incentive programs.
- 5) Become and remain familiar with all club facilities, including related services and activities. Recommend enhancements and/or changes for same, based on member recommendations, nominee feedback, and your own observations.
- 6) Establish and manage an effective "**Membership & Event Inquiry System**", which staff at the club Reception Desk, Golf Shop desk, office counter (or other) would maintain. Immediately follow-up on all individual inquiries. Modify such records, as required to optimize their effectiveness in retaining basic and follow-up information from inquiries.
- 7) Develop and manage an effective Club Web Site marketing element; covering both internal and external marketing/member referral programs. Write and submit monthly Newsletter information relative to membership and event sales promotion, goals, incentives, etc.
- 8) Direct/conduct the monthly Membership & Marketing Committee meetings with the Board appointed Chair.
- 9) Develop and nurture an effective new member Sponsorship & Ambassador program. Co-host New Member Orientations (*Quarterly cocktail hour*) with General Manager.
- 10) Regularly attend weekly Department Head meetings (Friday mornings).
- 11) Establish/recommend membership & event marketing priorities, strategies, and goals, as well as corresponding timetables for completion.
- 12) Work closely and cooperatively with the GM, Membership Secretary, Golf Pro, Chef, F&B Service Manager, and the Event Coordinator, on matters relating to membership and event sales promotion and retention, including facility tours and introductory use privileges. Act as primary contact up to point of signed contract.
- 13) Conduct membership and banquet/meeting event marketing/solicitation activities directed toward members, as well as County residents and those visiting, or moving to the Santa Rosa area. This shall include local and regional advertising, and personal contact/facility tours.
- 14) Promote and solicit club interests within the business community and with local organizations. This includes the sales promotion of Corporate, Associate and Junior Golf Membership classifications offered.
- 15) Promote and solicit Junior and Associate Memberships within the Club's current membership body.
- 16) Promote, enhance and oversee the club's ongoing contributions to, and involvement within the Community. This includes hosting various non-profit benefit activities, educational/sport contributions, and facility use (i.e. Community theater, school and public health donations, high school team golf, etc.)
- 17) Assist management with development of an annual Budget for event & membership marketing and activities, and administer approved Budget in a responsible manner.
- 18) Perform such other work duties as are customarily performed by one holding such positions in other, same, or similar businesses or enterprises as that engaged in by the club, and shall also additionally render such other and unrelated services and duties as may be assigned from time to time by club Management.

IMMEDIATE SUPERVISOR:

The Sales & Marketing Director is under the direct supervision of the General Manager, and as such, shall keep the GM abreast of all matters relating to membership & event marketing and public relations, including his or her duties and responsibilities, as herein described. The Sales & Marketing Director will also share supervisory responsibility of Event Coordinator with F&B Service Manager.

HOURS OF EMPLOYMENT/COMPENSATION:

Generally, the Sales & Marketing Director shall not be required to follow any fixed daily or weekly employment schedule. The Sales & Marketing Director, however, shall normally be on duty a minimum of forty (40) hours per week, of which a minimum of eight (8) hours shall be spent on weekend day(s). The compensation for this position will consist of a base salary, plus direct membership & event sales commissions, as defined and identified within a separately provided "Compensation Outline".

EMPLOYMENT BENEFITS, TERMS & CONDITIONS:

This employment position shall review and abide by the latest revised and applicable "*Employee Handbook*", which is provided separately to all club employees.