

## **Membership Director**

ClubCorp, the largest owner and operator of private clubs nationwide, has operated for more than 63 years with the central purpose of Building Relationships and Enriching Lives® and is relentless in its pursuit of providing extraordinary experiences, meaningful connections, shared passions and memorable moments for its members and employees. Bringing people together is our passion. We are a community and lifestyle for golfers, thought leaders, foodies, dynamic women, young executives, and families.

The Membership Director is accountable for maximizing membership sales through recruitment and facilitation of new Members, referrals, and assisting in decreasing Member attrition. This is accomplished through sales execution and attaining or exceeding the annual budget revenue goals for membership.

Primary Objectives to achieve membership department goals, as applicable:

- Dues Added
- Initiation Fee
- Net Member Growth
- Member Retention
- Net Dues
- Manage Contra and Membership Expenses
- All New Members attend a New Member Orientation
- Connect Members to the Club, Employee Partners, and other Members
- Touch every Member that is resigning at the Club (options - depend on size of Club)
- Resell the Club through relationships and discussion

### **Essential Duties and Responsibilities:**

- Responsible for achievement of Membership Departments sales plan, goals, and objectives following all guidelines, policies, and procedures
- Responsible for generating enough prospect inventory to support the Clubs sales plan and the maintenance of prospect database in accordance with standards utilizing the appropriate CRM system
- Responsibility for execution of follow up with new Members through a 30/60/90-day Campaign resulting in Member Referral
- Responsible for the formation and function of a Membership Committee whose purpose is geared towards the generation of prospects and new Members. Additionally, will assist with connecting new Members to the membership at large
- Represents the Club in community activities and organizations to provide community awareness of the Club and to develop sources for prospective Club Members
- Prepare and attend all weekly sales meeting with GM

- Collaborate with VP of Membership and Marketing Manager to develop annual/quarterly game plan to generate quality leads through strategy and pricing

**Additional Responsibilities:**

- Promote the Club to the local community by attending Member functions, sponsoring community events, representing Club within community organizations
- Implementation of Club Member Retention plan (options - depend on size of Club)
- Develop process and execute the New Member Orientation strategy
- Maintain communication with peers by attending weekly department head and sales meetings
- Implement and support all company initiatives and programs as requested

**Qualifications:**

- 4-year college degree preferred and 2 - 3 years of related experience in sales preferably fundraising/hospitality/service industry, or equivalent combination of education and experience
- Undergraduate degree in business, marketing, public relations, communications, or Hotel and Restaurant Management preferred
- Strong sales skills required
- Knowledge of golf preferred
- Sales training preferred
- Proficient in computer software including Microsoft Office Suite and CRM
- Solid time management, organization, and prioritization skills; ability to work independently
- Excellent customer service orientation and focus on customer satisfaction required
- Strong leadership and people skills, plus the ability to build and foster a team environment desired