MEMBER RELATIONS DIRECTOR

I. Position
Member Relations Director

II. Related Titles
Director of Marketing and Sales; Director of New Member Development; Member Relations Manager; Membership and Marketing Director; Membership and Communications Director (Manager); Members Services Coordinator

III. Job Summary (Essential Functions)
Develop and implement programs, projects and activities designed to enhance member relations with the club. Also utilize to increase and retain membership within the club. Represent the club in its relationships with numerous external constituencies.

IV. Job Tasks (Additional Responsibilities)
1. Maintains the club’s data base (membership register) of members’ files.
2. Develops and ensures 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 and transfers of 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 resignations; develops reports 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 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 and overall performance of all membership activities.
21. Coordinates development of the social activities and social calendar for the club.
22. Maintains a file of club history information.
23. Coordinates all club public relations efforts, members’ newsletters, news and media events and club brochures.
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, supervises, schedule and evaluates subordinates according to established club procedures.
28. Plans and develops training programs and professional development opportunities for him or her
self 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.

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. Serves as manager on duty as scheduled.

35. Coordinates floral décor throughout the club.

36. Interacts with club’s decorating and interior design committee to provide effective decorating concepts for the clubhouse.

37. Surveys other clubs for information useful in setting and revising club membership policies.

38. Responsible for transfer of club equity memberships through interaction with sales agents, attorneys and title companies on behalf of buyers and sellers.

39. Maintains all waiting lists for club and golf memberships.

40. Responsible for maintaining confidentiality of all member information.

41. Is present during club operating hours and events to assist in meeting and greeting members and guests.

42. Completes other appropriate assignments made by the general manager.

V. Reports to
General Manager

VI. Supervises
Front Desk Personnel; Social Activities Manager; Communications Manager