



Member Relations Director

Eldorado Country Club, McKinney, TX

POSITION DESCRIPTION SUMMARY

The Member Relations Director's (MRD) primary duty is Member Retention through increasing Member participation at the Club. This department head position works directly with the General Manager and department heads in ensuring timely and appropriate Member communication utilizing tools that assist in the delivery of the benefits and services promised at the time of enrollment.

The MRD fosters relationships and is instrumental in driving the Member Connect process – both Member/Member and Member/Employee Partner. He/she champions the New Member Connect system/process to help the new Members develop relationships, experience personalized service, cultivate Member recognition, join Clubs within the Club, committees and participate in events that enriches their lives.

The Member Relations Director is an advocate and ambassador of the highest possible level service and understanding the critical role that Membership and exceeding expectations play in regards to the success of the operation.

ESSENTIAL FUNCTIONS AND ACCOUNTABILITIES

1. Responsible for coordinating all marketing and communication including email, newsletter, social media and promotional materials. Also selects internal marketing and Member communication vehicles for the Club, including all aspects of the Club's newsletter, website, media boards and appropriate Member correspondence.
2. Creates and implements the specifics around the "New Member Connect Steps" in order to increase Member Retention during the Members' first year in the Club.
3. Independently creates and develops a Retention strategy that will maximize Member participation while at the same time, attempts to provide personalized contact and events, including the Club calendar, to foster Member connection to the Club.
4. Schedule, design, organize, promote and implement New Member Orientation/receptions to acclimate and onboard Members as well as planning, promoting & executing all social events for the membership at large.
5. Facilitates Member-to-Member and Member-to-Employee Partner introductions, including utilizing the Retention and Social Committees to develop and customize local programming to Membership. Analyze the information gathered through Member information and relationships to create new Clubs within a Club.
6. In a cooperative effort with the GM, contact resigning Members. Research, analyze and communicate to the Senior Staff the causes for attrition and establish targeted plans to increase retention.
7. Serves as a conduit and liaison between individual Club departments and Members to ensure successful Member events.

OTHER ACCOUNTABILITIES

1. Make an effort to know the names of all the Club Members.
2. Identify targets using Dashboard statistics on age, marital status, tenure at club, etc. Plan and execute events/activities/clubs within a club for "at risk" groups and do target marketing to these groups.
3. Participates as the Club's representative in local and national organizations as part of the Club PR and reputation management.
4. Handles Member complaints or issues as they arise.
5. Complete a Profit and Loss sheet on all Member events that detail the expenses and price charged for the events, when necessary designate complimentary services or product.

6. With the fluctuating demands of the Club's operation, it may be necessary that each Employee Partner perform a multitude of different functions; therefore, as an essential part of your job, you will be expected to help others when the occasion arises, just as other Employee Partners are expected to help you. Accordingly, you may be expected to perform other tasks as needed or as directed.

REPORTING RELATIONSHIPS

1. Reports Directly To: General Manager
2. Also Works For: Regional Manager
3. Other Positions Reporting to This Supervisor: Kids Club Employees

DIMENSIONS

WORK EXPERIENCE

Prefer two years' experience in one or more of the following: marketing, sales, relationship management, food & beverage operations, customer service, membership associations and/or fundraising. Prior experience in leading a team or project to a successful outcome is desirable.

EDUCATION

Undergraduate degree preferred. Educational concentration in business, communications, journalism, public relations, hospitality management or recreation

BUDGET CONTROL/RESPONSIBILITY

Revenues and expenses, cost controls, and labor control.

PERFORMANCE STANDARDS

Knowledge of social etiquette & event planning, High energy and outgoing personality, organizational skills and attention to detail, strong technical literacy including Microsoft Word, Excel, Publisher and social media, diplomatic team player able to foster relationships with Members, team members and guests.

WORKING CONDITIONS/ENVIRONMENT

Office position. Position is typically Tuesday - Saturday, but may require occasional holiday work for special events. A 50-hour workweek is standard.

COMPENSATION

Compensation will be based on experience, but salary will be in the range of \$40,000 - \$45,000 per year plus bonus potential. Meals, health insurance, dental, vacation and 401(k) benefits all available.

Please submit resumes and cover letter to:

Chris Stewart, GM
Eldorado Country Club
2604 Country Club Drive
McKinney, TX 75072
cstewart@eldoradocc.com

NO PHONE CALLS PLEASE

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