



DIRECTOR OF MEMBERSHIP PURPOSE OF POSITION:

This key individual plays an important role in modelling to prospective members what The Lakes at Castle Hills offers to its members and surrounding community. The Membership Director is responsible for the Membership function at The Lakes at Castle Hills. This responsibility includes membership sales and retention, the generation and administration of candidates for membership in the club, the development of membership marketing programs to achieve membership sales and retention goals, and maintaining and expanding a database of potential candidates, received both externally and through current members, but with a view of marketing the Club into the community under the guidance of Senior Management and policies of Ownership. Using relationship building strategies, this individual will provide excellent orientation to new members and gather important feedback from prospective and new members which will assist The Lakes at Castle Hills to meet and exceed member expectations in all areas including administration, services, programs and activities. As part of the membership team, the Membership Director is active in marketing and communications for The Lakes at Castle Hills including the development and maintenance of Club branding and Marketing both internally and externally.

SPECIFIC DUTIES

Membership Sales: Responsible for the development and implementation of the club's marketing and sales plan, program and collateral materials to establish and maintain an appropriate membership level within the club.

Membership Planning: With direction from the Club's General Manager and Membership Committee, responsible for the preparation and recommendation of the annual Membership Plan for the Club which will include:

- Goals and objectives for new member enrollments, targeted number of prospects and targeted closing ratios.
- Goals and objectives for dues income growth of the Club through increased membership levels, enrollments and upgrades to higher classifications of membership and membership retention.
- Goals and objectives for initiation fee revenues for the Club through enrollments and upgrades.
- Membership Department expense planning and control.
- Strategies and tactics for the successful implementation of the sales plan.
- Market research to support the plan.

Marketing: Assist Club management in the development and recommendation of marketing and sales programs that will increase one or all of the following:

- Member usage level
- Membership satisfaction level
- Gross revenues
- New revenues

KEY RESULT AREAS
Membership Marketing & Sales Director

1. MARKETING AND SALES

- Development and implementation of an annual marketing plan.
- Development of an annual marketing budget and operating within same.
- Achievement of annual sales goals.
- Develop member referral /incentive programs.
- Ability to work effectively with Committees and Members including diverse strong minded, highly successful community and industry leaders;
- Outstanding ability to apply innovative marketing and Member-focussed solutions to business problems with a thorough understanding of both marketing and member service issues in order to enhance the Club's profile as the premier private facility.
- Deliver new member orientations information, welcome letter email log in credentials and access to all pertinent club material.
- Handle all in person, telephone and email membership inquires.
- Conduct tours for prospective members.
- Develop and manage a database of prospective new members.
- Training of other staff to effectively handle membership leads.
- Submit regular sales reports to the General Manager and Club Ownership.
- Prepare monthly reports for the Membership Committee.

2. MANAGEMENT TEAM

- Attend weekly management meetings.
- Contribute to decision making on matters that effect the general Club operation.
- Assist other members of the management team.
- Bring forward ideas and suggestions to improve general Club operations.
- Provide assistance and counseling to employees and serve as a mediator between employees and supervisor.

3. PERSONAL AND PROFESSIONAL DEVELOPMENT:

- Participate in an ongoing program of self-improvement including PCMA (Professional Club Marketing Association)

Continue to develop the Membership Department by completing relevant Management Development Courses and attending events and representing The Lakes at Castle Hills within the Community.

Salary will be commensurate with experience.

Please email resumes to Chris J. Martinez, General Manager at chris.martinez@thelakesch.com.