

Membership Director

Reports to: General Manager

Classification:

Education and/or Experience

- Bachelor's degree in Business Administration, Hospitality, Public Relations or related major and three (3) years of work experience in the hospitality industry.
- Five years of relevant work experience.

Job Knowledge, Core Competencies and Expectations

- Ability to establish and maintain effective relationships with supervisory/administrative staff, employees, guests and the general public.
- Direct and oversee the activities of the Membership Department and control its budget.
- Knowledge of and ability to perform required role in emergency situations.

Job Summary (Essential Functions)

Develop and implement programs, projects and activities designed to increase and retain membership in the club. Represent the club in its relationships with numerous external constituencies.

Job Tasks/Duties

- Maintains the club's database (membership register) of members' files.
- Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
- Plans and implements strategies to meet club membership goals.
- Processes all requests for and transfers of membership.
- Assists prospective members in fulfilling application requirements.
- Conducts tours for prospective members.
- Conducts orientation program for new members.
- Promotes club activities using table tents, newsletters, direct mail flyers, notices on club website and other means.
- Coordinates with the Events Manager the updating of the club's master calendar.
- Maintains online member directory.
- Holds prospective member functions.
- Calls and requests active members to make personal referrals and to assist with recruitment efforts.
- Processes member resignations, develops reports and undertakes special projects as applicable if membership retention problems arise.
- Determines markets to be canvassed for qualified individuals and completes and maintains perpetual member invitee roster.
- Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met.
- Personally, meets each club member and instills confidence that the club is operated in the best interests of the membership.
- Serves on applicable club committees to assure members' interests are consistently addressed.
- Follows-up on telemarketing efforts, member referrals, leads from staff, catering contracts, newspaper articles, lists, publications, etc.
- Researches the need for ongoing sales promotions regarding demographics, market segmentation data, etc.
- Provides sales and other applicable training for staff members.
- Tracks the success and overall performance of all membership activities.
- Coordinates development of the membership social activities and social calendar for the club.
- Maintains a file of club history information.

- Coordinates all club public relations efforts, members' newsletters, news and media events, use of social media, and club promotional materials.
- Conducts annual club survey on membership dues, equity, practices, and fees.
- Attends management and staff meetings.
- 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.
- Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained.
- 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.
- Provides notices and agenda for and invites and maintains minutes of the club's Golf committee.
- Maintains club's member bulletin boards.
- Serves as manager on duty as scheduled.
- Works with the Food and Beverage Department as needed to coordinate special member events.
- Takes photographs of members and officers at social events.
- Surveys other clubs for information useful in setting and revising club membership policies.
- Oversees the administration of all membership rules and regulations to ensure consistency in interpretation and application; updates club rules and regulations and keeps members informed of changes.
- Responsible for all correspondence to members regarding rules infractions.
- Manages suspension list and handles communication with dissatisfied members.
- Maintains all waiting lists for club and golf memberships.
- Responsible for maintaining confidentiality of all member information.
- Is present during club operating hours and events to assist in meeting and greeting members and guests.
- Completes other appropriate assignments made by the General Manager.

Licenses and Special Permits

Physical Demands and Work Environment

- Must be able to reach, bend, stoop, stand and lift up to 40 pounds.
- Must be able to sit for prolonged periods of time.
- Moderate noise level in the work environment.

Salary Range

- \$100,000 - \$120,000

**To apply please send an e-mail to jsotomonte@deserthorizons.org
No phone calls please.**

Thank you.