

**Director of Membership Sales & Marketing**

Altadena Town & Country Club | Altadena, CA

Department: Membership & Marketing

Reports To: General Manager

Committee: Membership Committee

Classification: Full-Time, Exempt (Salaried)

Base Salary Range: \$85,000–\$100,000 annually, commensurate with experience

Incentive Compensation: Eligible for additional performance-based compensation tied to membership sales and other established membership goals

Schedule: Flexible; includes evenings, weekends, member events, prospect events, community functions, and other activities as needed

About Altadena Town & Country Club

Altadena Town & Country Club is a 115-year-old private, member-owned club located at the base of the San Gabriel Mountains. Following the January 2025 Eaton Fire, which destroyed the Club's historic clubhouse, ATCC is operating through a unique interim period while rebuilding toward a planned 2029 reopening. Today's Club is intentionally different from the Club that existed before the fire. Members remain deeply connected to ATCC, but the current experience is centered around racquet sports, aquatics, outdoor social programming, interim food and beverage service, and temporary facilities while the permanent clubhouse is designed and built. That makes membership development both challenging and unusually important.

ATCC is not selling a finished clubhouse today. We are asking prospective members to see the value of the community that exists now and the opportunity to become part of the Club being built for the future. At the same time, current members need to remain engaged, informed, and confident in the value of their membership throughout the rebuilding period.

ATCC is a member-first organization with deep multigenerational roots. The culture is informal, family-oriented, active, and community-driven. We expect our leaders to be accessible, accountable, energetic, thoughtful about relationships, and comfortable taking ownership. This is an opportunity for a membership professional who wants to do more than process inquiries and conduct tours. The person joining ATCC today will help shape the membership that opens the new Club in 2029.

Position Overview

The Director of Membership Sales & Marketing leads the Club's membership development efforts and is responsible for building a disciplined, relationship-driven approach to membership acquisition, onboarding, engagement, retention, and marketing.

This is a sales role first, but not a transactional sales position. Private-club membership is built through relationships, trust, referrals, community connection, and a clear understanding of who will strengthen the Club over time. The Director is expected to actively develop those relationships rather than wait for inquiries to arrive.

The Director owns the prospective-member pipeline from initial lead through application and onboarding. This includes prospecting, member referrals, community outreach, tours, follow-up, CRM management, membership events, application coordination, reporting, and ongoing relationship development. The role also leads the Club's membership marketing efforts, working closely with the General Manager and other department leaders to ensure that the way ATCC presents itself externally accurately reflects the experience members receive.

During the rebuild, that distinction matters. Marketing must be compelling without promising amenities or timelines the Club cannot yet deliver. The Director must be able to sell the Club that exists today while helping prospects understand the vision for the Club that will reopen in 2029.

Success in this role means ATCC has a healthy and measurable prospect pipeline, membership growth is intentional rather than accidental, prospects receive consistent follow-up, new members integrate quickly into Club life, resignation and retention trends are understood, and management has reliable information about membership activity and future demand.

Essential Responsibilities

Membership Sales & Business Development

- Own the membership sales process from initial prospect identification through application, approval, enrollment, and onboarding.
- Develop and execute an annual membership sales plan aligned with Club-approved membership and revenue goals.
- Build and maintain an active pipeline of qualified prospective members.
- Generate prospects through member referrals, personal outreach, community relationships, networking, events, strategic partnerships, digital inquiries, and other appropriate channels.
- Respond promptly and personally to membership inquiries.
- Conduct Club tours, prospect meetings, membership presentations, and introductory experiences.
- Develop a consistent follow-up process so qualified prospects do not disappear because the Club failed to stay connected.
- Maintain regular contact with prospects whose timing may extend over several months or years.
- Develop relationships with local businesses, schools, community organizations, neighborhood groups, real estate professionals, and other appropriate referral sources.
- Represent ATCC at selected community and networking events.
- Create opportunities for prospective members to experience the Club through appropriately designed events, introductions, racquet experiences, social activities, and other programming.
- Understand the motivations, interests, family composition, and likely Club usage of prospective members so introductions to ATCC are personal rather than generic.
- Maintain appropriate discretion and confidentiality throughout the membership process.

Rebuild-Era Membership Development

ATCC's current membership environment requires a different approach than selling membership at a fully operating private club. The Director will be required to:

- Develop a clear and credible membership story for the interim Club and the planned 2029 reopening.
- Communicate honestly about current facilities, services, limitations, construction plans, and future amenities.
- Use approved architectural plans, renderings, project milestones, and construction progress as membership-development tools as they become available.
- Build relationships with prospects who may not be ready to join immediately but could become strong candidates as the new Club approaches completion.
- Maintain a long-term prospect pipeline extending through reopening.
- Identify which elements of the current interim experience are most effective in converting prospects and recommend improvements.
- Help management understand what prospective members value, question, or resist about ATCC's current and future membership proposition.
- Support membership-growth initiatives that strengthen the Club financially without compromising membership quality or culture.

Membership Marketing & Brand Development

- Develop and execute the Club's membership marketing plan in partnership with the General Manager.
- Ensure membership messaging consistently reflects ATCC's culture: welcoming, family-oriented, active, relaxed, and community-driven.
- Develop prospect materials, membership presentations, digital content, FAQs, tour materials, event invitations, and other membership collateral.
- Maintain accurate membership information across the Club website and other approved external channels.
- Coordinate membership-related social media and digital marketing activity.
- Develop campaigns supporting member referrals, prospect events, new amenities, construction milestones, and other membership opportunities.
- Maintain a useful library of photography, testimonials, approved renderings, Club stories, and other content supporting membership development.
- Monitor local market activity and maintain awareness of relevant private clubs, athletic clubs, social clubs, hospitality concepts, and other organizations competing for members' discretionary time and spending.
- Ensure external marketing accurately represents what the Club can deliver. Avoid overselling temporary facilities or future amenities that have not been approved or completed.
- Track marketing sources and determine which activities actually generate qualified prospects and memberships.

Membership Pipeline, CRM & Reporting

- Establish and maintain a disciplined membership CRM and prospect database.
- Maintain accurate records of inquiries, prospects, referrals, tours, applications, follow-up activity, membership status, and lead sources.
- Establish clear stages for the membership pipeline and maintain an accurate forecast of prospective membership activity.
- Track key membership metrics including:
 - New inquiries
 - Qualified prospects
 - Tours and prospect visits
 - Applications
 - Membership approvals
 - New-member starts
 - Lead source
 - Conversion rates
 - Time from inquiry to application
 - Membership category
 - Resignations and stated reasons
 - Net membership change
- Prepare concise monthly membership reporting for the General Manager.
- Identify trends early rather than simply reporting membership counts after they change.
- Develop useful forecasts showing expected applications, initiation-fee revenue, membership starts, and pipeline activity.
- Maintain membership data integrity and appropriate confidentiality.

New Member Onboarding & Integration

- Own the new-member onboarding process following election to membership.
- Ensure new members understand how to use the Club, access programs, make reservations, participate in activities, and become connected to the community.
- Develop personalized introductions based on each new member's interests, including racquet sports, aquatics, youth programming, social activities, dining, and other Club programs.
- Coordinate introductions to department leaders and appropriate members.
- Develop and maintain new-member orientation programming.
- Follow up with new members at established intervals during their first year.
- Monitor early engagement and identify members who have not developed meaningful connections to Club life.
- Partner with department leaders to increase participation among new members.

Member Engagement & Retention

Membership retention during this period is an important focus of the Club. As such, the Director will be required to:

- Monitor membership engagement and resignation activity for emerging patterns.
- Maintain accurate records of resignation reasons and member feedback.
- Identify members who may be disengaging and coordinate appropriate outreach with the General Manager and department leaders.
- Build relationships across membership categories, tenure groups, ages, and family stages.
- Develop programs that encourage member referrals and strengthen members' role as Club ambassadors.
- Support member mixers, introductions, affinity groups, and other activities that create meaningful connections among members.
- Provide management with regular insight into what members and prospects are saying about the Club experience.
- Distinguish between individual member preferences and broader membership trends when making recommendations.

Membership Application Process & Governance

- Manage the administrative process for membership applications in accordance with the Club's Bylaws, policies, and established procedures.
- Ensure applications are complete, accurate, confidential, and moved through the process consistently.
- Coordinate applicant interviews with the Membership Committee.
- Prepare appropriate membership materials and information for Committee and management review.
- Maintain accurate records of applications, interviews, recommendations, approvals, and membership start dates.
- Serve as management's staff liaison to the Membership Committee as assigned by the General Manager.
- Provide the Committee with useful membership information, trends, and management updates.
- Maintain clear boundaries between governance and operations. The Membership Committee advises and participates in the membership process consistent with the Club's Bylaws and policies; day-to-day membership sales, marketing, prospect management, communications, and staff execution remain management responsibilities.
- Escalate policy questions and membership matters requiring Board consideration through the General Manager.

Cross-Department Partnership

- Partner with Racquet Sports, Aquatics, Youth, Food & Beverage, Events, and other departments to create effective prospect and new-member experiences.
- Ensure department leaders are appropriately informed when prospects or new members will be participating in their programs.
- Work with department leaders to identify participation opportunities that may support recruitment or retention.
- Help build a Club-wide culture in which employees understand their role in welcoming prospects and integrating new members.
- Gather operational feedback before promoting programs or experiences externally so membership promises match operational capability.

Measures of Success

Performance will be evaluated against a combination of quantitative and qualitative measures, including:

- Net membership growth against approved annual targets.
- New memberships and initiation-fee revenue.
- Qualified prospect pipeline and pipeline quality.
- Prospect-to- membership conversion.
- Member referral activity.
- New-member engagement and integration.
- Membership retention and resignation trends.
- Accuracy and usefulness of CRM data and membership reporting.
- Execution of the annual membership marketing plan.
- Strength of relationships with members, prospects, community partners, and Club leadership.
- Ability to represent ATCC authentically during the interim period and build momentum toward the 2029 reopening.

Qualifications

- Bachelor's degree in Business, Marketing, Communications, Hospitality, or a related field preferred; equivalent relevant professional experience will be considered.
- Minimum 5 years of successful experience in membership sales, business development, hospitality sales, luxury services, relationship-based sales, or a comparable field.
- Demonstrated ability to develop a sales pipeline rather than relying exclusively on inbound leads.
- Demonstrated success converting relationship-based prospects into customers, clients, or members.
- Strong prospecting, networking, presentation, and relationship-building skills.
- Excellent written and verbal communication skills.
- Strong personal presence with the ability to connect comfortably with a wide range of people and personalities.
- Strong follow-through and attention to detail.
- Experience using CRM or sales-management systems to manage prospects and report activity.
- Ability to interpret membership and sales data and turn it into useful action.
- Comfortable working independently and taking ownership of results.
- Ability to work effectively in a lean organization where responsibilities may evolve as the Club grows.
- High degree of discretion when handling confidential prospective-member and member information.
- Ability to work evenings, weekends, and Club events as required.

Preferred Qualifications

- Private club, hospitality, luxury lifestyle, residential real estate, professional services, nonprofit membership, alumni relations, or other relationship-driven sales experience.
- Experience selling a membership, service, development, or experience that requires a longer sales cycle.
- Experience developing member or customer referral programs.
- Experience with membership retention and lifecycle management.
- Experience developing marketing plans and coordinating digital and social media content.
- Experience with CRM implementation or improvement.
- Familiarity with private-club membership systems.
- Experience working with a volunteer Board or committee structure.
- Knowledge of the Pasadena, Altadena, San Marino, La Cañada Flintridge, and surrounding communities is a plus.
- Private-club experience is helpful but not required. Hospitality instinct, relationship-building ability, sales discipline, and cultural fit matter more.

Equal Opportunity Employer

Altadena Town & Country Club is an equal opportunity employer and evaluates qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or any other status protected by applicable law.

I have read and understand the responsibilities and expectations outlined in this position description. I acknowledge that this document does not constitute an employment contract and that my employment with Altadena Town & Country Club is on an at-will basis.

How to Apply

Interested candidates are encouraged to submit a resume and cover letter to General Manager Andrew Lombard at andrew@altaclub.com