
Membership and Communications Director Woodmont Country Club/Rockville MD

This full-time position is offered at **competitive pay** with amazing benefits which include **complimentary meals, complimentary parking, employee discounts on golf, tennis, and fitness apparel, health, dental & vision insurance, FSA, and a 401(k) plan with match!** If this sounds like the opportunity you have been searching for, apply today and email resume to: hr@woodmontcc.com

Position Summary:

The Membership Director is responsible for managing the membership function of the Club and responding to all existing and prospective member inquiries. This position is also responsible for the development and maintenance of an overall marketing strategy and related activities for the Club; in the areas of member recruitment and retention.

Job Responsibilities:

MEMBERSHIP MARKETING TACTICS AND STRATEGIES

1. Plans, implements and executes strategic membership programs, both short and long term to achieve membership enrollment goals and objectives working with the Admissions Committee and Club Leadership.
2. Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
3. Create and provide marketing strategy and related materials that showcase the Club and promote the value of belonging to Woodmont Country Club as established by the Admissions Committee and Club Leadership.

MEMBERSHIP PROCESS

4. Promote "membership by invitation" by encouraging members to make personal referrals and to assist with recruitment efforts.
5. Prepares posting notice for new member applications.
6. Organizes and prepares membership application packets for prospective new members.
7. Conducts tours for perspective members.
8. Assists prospective members in completing application requirements.
9. Maintains candidate and roster for club memberships.
10. Conducts orientation program for new members.
11. Personally, meets each club member and instills confidence that the club is operated in the best interests of the membership.
12. Conducts exit interviews with resigning members.
13. Conduct outreach to previous members regarding membership opportunities and if they would like to stay connected and engaged with Woodmont through Club publications and social media.

MEMBERSHIP MAINTENANCE

14. Maintains the club's data base (membership register) of members' files.
15. Prepares the monthly Membership documentation including new members for approval, reclassifications, abatements, resignations, deaths in accordance with Club policies.
16. Prepare and analysis of competing clubs in the geographic area. This will include description of amenities, membership base, initiation fees and dues. Pricing of key services such as guest fees and catering prices and an honest assessment of the pros and cons of each competitor. This analysis should be reviewed and updated annually and will influence both strategic and tactical decisions to position the club in the marketplace.
17. Compile detailed demographic of current membership. In addition to the basic demographics of age, gender, number of children and grandchildren, birthdays and anniversaries, capture and database as much 'intelligence' on the club's current membership as possible to include names of children and grandchildren and club spending habits. The more the club knows about its members and what they like and dislike, the better able it is to meet members' needs and desires, as well as to market specific events and programs to interested members.
18. Reports approved new members to Director of Administration to initiate proper administration of their memberships; ensures that applications and forms are completely and properly filled out, that initiation fees and other charges are billed and collected, and the new members understand the privileges and costs of becoming a member.
19. Processes and monitors member qualifications for movement between categories.
20. Conducts friendly follow-up with new members at 30, 90 and 180 days.
21. 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.
22. Communicate with current members regarding club usage and/or changes in lifestyle. Establish and execute a structured calling program for infrequent users of the club. The club should always try to discover the reasons for low usage members-as they are most risky of leaving the club. At the same time, the club should always find ways of saying "Thank You" to those who regularly support the Club. Keep the General Manager/CEO informed of efforts and continuing "at risk" members.
23. Conduct Membership Survey, an annual club-wide survey will assess members' satisfaction with all areas of the club. It is easiest to do this using an online survey service. Results must be benchmarked from year to year to spot adverse trends. In addition, it is useful to conduct smaller surveys of subsets of members on a more frequent basis, say quarterly, to gather additional information to assist in club decisions regarding services and event offerings.
24. Tracks the success and overall performance of all membership activities.
25. Holds prospective members functions.
26. Holds member recognition functions.
27. Is present during club sponsored events to assist in meeting and greeting members and guests.
28. Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of the ever-changing markets are met.
29. Coordinates development of the social activities and social calendar for the club.
30. Coordinates all club public relations efforts, members' newsletters, news and media events and

club brochures.

31. Responsible for maintaining confidentiality of all member information.

INTERNAL COMMITTEE COMMUNICATION

32. Serves on applicable club committees to assure members' interests are consistently addressed.
33. Works with the Membership Taskforce and the Host Committee and various other club committees to ensure our programs meet the need of the constantly changing marketplace.
34. Works with the Admissions Committee to schedule all committee meetings and interviews and prepares all documentation for these meetings.
35. Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained.
36. Attends management and staff meetings.

EXTERNAL MARKETING METHODS

37. Fosters relationships with other clubs and shares information, attends seminars related to club membership and marketing to keep current of new developments in the industry. Interacts with local Chamber of Commerce, "Welcome Wagon" and other community organizations to network and market the club.
38. Monitors membership trends, classifications, recommends programs and procedures necessary to maintain membership levels and to attain membership goals.
39. Establishes mutually beneficial relationship with organizations that may enhance our ability to attract members.
40. Researches the need for on-going promotions regarding demographics, market segmentation data, etc.
41. Plans and develops training programs and professional development opportunities for himself or herself and all other subordinates.

ADDITIONAL ASSIGNMENTS

42. Completes other appropriate assignments appointed by the Director of Administration and the General Manager/CEO.

Job Skills and Knowledge:

1. Knowledge of marketing techniques and strategies, including website/email, social media.
2. Advanced computer proficiency – Microsoft office (Word, Power Point, Excel) email, internet, membership data base programs (Jonas).
3. Strong written and verbal communication skills.
4. Time management, planning and organization.
5. Ability to work well independently.
6. Able to maintain confidentiality and privacy of information.
7. Self-motivated with the ability to take initiative and be resourceful.

Job Type: Full-time

Salary range: \$75,000.00 - \$80,000.00 per year

Education: Must have a college degree

Reports to Director of Administration
