



International Country Club, a private member-owned country club established in 1961, located in Fairfax, VA is seeking a Member and Communications Director. The Club's 600+ member families enjoy an newly renovated Clubhouse and 18 Hole Championship Golf Course (recognized as one of the best in the area) sprawling over 220 acres, indoor and outdoor tennis, fitness and pool facilities.

Membership and Communications Director

Position Summary:

The Membership Director is responsible for the management of the membership function of the Club. This function should include the Club's membership marketing strategy, recruitment and retention efforts. This position will work in coordination with the General Manager/COO and the Membership Committee Chairperson.

The duties of Membership Director shall include, but are not limited to the following:

1. Recommends to the General Manager and the Membership Committee an annual strategic membership marketing plan for membership growth. The Membership Director will:
 - Know the membership program and categories, prices, policies and application procedures.
 - Will demonstrate an organized sales approach with each potential new member.
 - Will "network" among the current membership in order to develop a rapport and source of sponsorship of new members.
2. Develop a membership profile to identify the optimum member or type of members the club is seeking to enroll. Develops and maintains written marketing materials for the club to include:
 - Membership Brochure
 - Membership Application
 - Schedule of Dues and Fees
 - Calendar of Activities and Events
 - Current Newsletter
3. Maintain a current list of all prospective members, including their respective sponsors and all pertinent information regarding each respective prospect through the Northstar CRM. Maintain a "tickler-file" system so that each prospect is contacted on a regular basis until they are no longer considered a prospect.
4. Maintain a prospective member checklist for each prospective new member in order to track each prospect's status, which will include:
 - Invitation Letter
 - Sponsor's Letter (When applicable)
 - New Member Application and other supporting documents.
 - Conduct appropriate background searches as prescribed by Club.
 - Check Received and recorded per Controller's instructions
 - Account # assignment coordination with AR

- Board Approval Date
 - Welcome Letter
 - Membership Stock Certificate – maintain with AR
 - Member Experience Checklist Adherence
 - Ambassador assignment, Follow up dates, etc. as designed in the checklist
 - Circulation Date to Departments
5. Coordinate with the General Manager to prepare an annual operational budget for the Membership Department to be submitted for approval by the Finance Committee. This budget will be based upon the Membership Marketing Plan and Trend/Average analysis of recent Annual Membership Revenue & Expenses.
 6. Attends all Membership Committee meetings and provides the committee with reports on the progress of membership development. This report shall include:
 - Monthly Members Added – Initiation Fees Collected
 - Monthly Resignations
 - Monthly Membership Transfers
 - Monthly Membership Counts by Category
 - YTD Members Added
 - YTD Members Resigned
 - YTD Member Transfers
 - YTD Initiation Fees Collected
 - Current and Prior Year Monthly Matriculation and Attrition Rates
 - Monthly Prospects Added
 - Monthly Prospects Lost
 7. Coordinates with the General Manager to maintain and enhance new member orientation programs.
 8. Interacts with members to determine their level of satisfaction with the Club's current services and programs and to identify new services and programs that may interest them. Works with departments in identifying and solving member service problems
 9. Review existing membership usage in order to proactively seek out members that may be on the cusp of resigning due to non-utilization. Devise a re-engagement procedure to get them re-engaged.
 10. Process all membership activity (new members, resignations, transfers, etc.) with Accounts Receivable and the Membership committee. Will maintain an individual file on each active member. Will maintain a separate file for a resigned member; that will contain forwarding address, disposition of the membership and a signed letter of resignation
 11. Conducts exit interviews with members resigning their membership.
 12. Membership Director will coordinate, with respective Department Heads, the timely printing and mailing of the monthly club newsletter, The Scorecard. Initial submission must be received by the 16th of each month and the newsletter must be mailed by the 25th of each month.
 13. Membership Director will coordinate, with respective Department Heads, the timely updating and maintenance of the Club's website.

14. Works with the Human Resource Manager (Accounting) to ensure strict adherence to all Club personnel policies, rules and regulatory requirements.

15. Perform such other duties as are customarily performed by a Membership Marketing Director and such other duties as assigned by the General Manager.

Employment Standards

- Marketing knowledge including strategies, promotion, communications via social media
- Proficient in Microsoft Office
- Solid written and Verbal skills are must
- Self-motivated and has the ability to function independently.
- General working knowledge of the club industry, culture and operations

This full time position offers competitive pay with health, dental, vision and a 401K plan with a match.

Those interested in applying for this position should forward their resumes and cover letters to:

Lee Douglas

General Manager/COO

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