



## **Director of Membership & Marketing**

The Penn Club is established for the Alumni, Staff and benefactors of the University of Pennsylvania. The Club is located in the very heart of mid-town Manhattan but provides its members and guests with a quiet sanctuary from the hustle of New York City. We believe the interest of The Penn Club and its employees are bound together and that we can only succeed as a team working together

We strive to provide excellent food, amenities, overnight guestrooms and best-in-class service to our more than 5,000 members. We operate the Club only for their enjoyment and pleasure and our attitude in this direction will exhibit to our members that we are most sincere in serving their needs and in creating an atmosphere of friendliness at the Club. The Penn Club is perennially ranked among the *Platinum Clubs of America*® and, in 2017, was elected to the inaugural class of *Platinum Clubs of the World*®, a distinction awarded to only 29 city clubs in the United States.

### **Position:**

The Director of Membership & Marketing will bring a high energy, professional, positive business development approach to developing and implementing sales and marketing plans, program and projects designed to achieve membership retention and growth. This position oversees the membership and marketing function of the Club and collaborates club-wide as a member of the senior management team. The successful candidate will have an engaging personality and will be very much “hands on” with the ability to multi-task, be marketing/sales proactive and creative. S/he will fully understand and embrace teamwork and the critical importance of developing and maintaining strong, positive relationships with Club members, the University of Pennsylvania, and our other affiliate schools.

### **Confidential Process:**

The Penn Club understands the confidential nature of this process and the information received from all interested parties will be held in the strictest confidence.

### **Responsibilities:**

- Provide supervision and leadership to staff, including hiring, assigning work tasks, training and problem solving for membership development, retention and revenue growth

- Plans and implements strategies to meet Club membership goals
- Determines which market segments to focus on obtaining new members
- Assesses the needs for and makes recommendations regarding membership classifications to help ensure the needs of an ever-changing market are met
- Develops sales forecasts, marketing budget, training and managing staff team of two
- Manage lead generation, email and marketing campaigns (including social media, advertising and PR) sales and business development efforts to prospective members
- Establish relationships with student leaders & administrators to forward membership drive initiatives
- Actively manage branding of the Club from digital to print media (e.g. prospective member collateral, new member kit and other member services collateral)
- Activate current members to make personal referrals and orchestrate recruitment efforts
- Provide tours of clubhouse and holds prospective member functions
- Tracks and reports on performance of all marketing and sales activities
- Provides member services by responding to members and prospective members' inquiries
- Assist members with their membership needs, including encouraging them to become actively involved in the Club's activities e.g. Intra Clubs, etc.
- Supervises the maintenance of the Club's database of members and prospective member leads
- Conducts orientation programs for new members
- Attends meetings of the Membership Committee to ensure the Club's growth initiatives are consistently addressed
- Oversee all activities in the membership and programs department including the processing of membership, established procedures for processing prospective members' files are consistently followed, proper record keeping
- Will develop a solid understanding of the membership procedures, house rules, Club policies, and special private social club 501(c)(7) provisions to ensure that details are accurately communicated
- Train new employees with regards to Club membership and procedures
- Such other duties as be assigned by the General Manager

**Reports to:** General Manager

**Qualifications:**

- Bachelor's degree in Marketing, Hospitality Management or related field preferred and/or equivalent experience in membership sales, marketing and business development
- Proficiency in all Microsoft Office applications (Word, Excel, Outlook, PowerPoint) with experience using Jonas and/or ClubEssential (or similar) software a distinct plus
- Excellent verbal, written communication and interpersonal skills are required as is a professional demeanor and appearance at all times

## **Key Selection Criteria:**

In addition to the professional qualifications outlined above, the selection process will give significant weight in candidate evaluation to demonstrated personal qualities. The successful candidate will need to demonstrate, through her or his professional career, a strong value system combined with high energy levels and an enthusiastic work ethic. The successful candidate will be expected to act as an effective ambassador for the Club and exude a professional demeanor by modeling a natural ability and desire to promote “joyful service” in her/his daily interactions.

## **Compensation and Benefits:**

- Joining a terrific, results-focused, member-centric, caring and fun team in delivering consistent “5 Star” experiences to a dynamic, engaging, sophisticated membership who care deeply about the well-being of their professional staff
- Competitive compensation commensurate with experience and qualifications
- Medical, Dental & Life Insurance
- Paid vacation, sick time and holidays per Club policy
- 401(k) Retirement Plan and Pension per Club policy
- Pre-tax commuter benefit plan
- Employee Meals (while on-duty) at no cost
- Year-end bonus based upon performance
- Professional development (professional association dues, etc.)
- *Majority of weekends off!*

## **Resumes:**

This position is available immediately. Resumes with a thoughtful cover letter articulating why you are the “right fit” for this opportunity and what your salary requirements are can be submitted electronically. All candidates will be subject to a background review and drug test. Visit the Club’s website at: [www.pennclub.org](http://www.pennclub.org)

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No Telephone Calls, Please