

Director of Communications and Membership

Milwaukee Yacht Club is a private, member-owned country club located along Lake Michigan along the downtown of Milwaukee Wisconsin. Come to work each day and be greeted by the natural beauty of our welcoming waterfront, our pool and boathouse and our main Clubhouse overlooking Milwaukee Harbor and an excellent food and beverage operation.

Job Summary:

This position plays a vital role in shaping the member experience by managing all communication strategies, internal marketing efforts, and membership initiatives at the club. This position is responsible for ensuring that the club's brand, values, and offerings are effectively communicated to both current and prospective members, driving engagement, retention, and overall satisfaction.

Key Responsibilities:

Communications Strategy & Execution

- Develop and implement a comprehensive communications plan that aligns with the club's vision, values, and goals, ensuring clear and consistent messaging across all platforms.
- Lead the creation and distribution of all member communications, including newsletters, email campaigns, event announcements, and updates on club activities.
- Oversee the content management and updates of the club's website, social media channels (Facebook, Instagram), mobile App, and any other digital platforms.
- Coordinate with various departments (events, dining, golf, fitness) to ensure timely and effective promotion of club offerings, activities, and services.
- Ensure all communication materials (print, digital, and online) are professional, engaging, and in line with the club's brand standards.

Internal Marketing & Member Engagement

- Develop targeted internal marketing campaigns aimed at increasing member engagement, participation in club events, and utilization of amenities.
- Craft personalized communication plans for new members, ensuring a smooth onboarding experience that enhances their connection to the club.
- Work with the Membership Committee and other departments to design strategies for retaining existing members through personalized communications, special events, and member appreciation initiatives.
- Regularly gather and analyze feedback from members to adjust communication tactics and improve engagement.

Membership Management

- Serve as the primary point of contact for all membership inquiries, ensuring prospective members receive prompt and informative responses.
- Conduct tours for prospective members and real estate agents, showcasing the benefits of club membership and the community.
- Oversee the application process for new members, ensuring that all documentation is complete, and that the membership onboarding experience is seamless.
- Collaborate with realtors, title companies, and accounting to facilitate real estate transactions that affect club membership, including estoppels and closing documents.

- Manage membership upgrades, downgrades, transfers, and other requests with efficiency and clear communication, always ensuring member satisfaction.
- Maintain accurate records of membership status, renewal schedules, and membership category changes, ensuring all relevant stakeholders are informed.

Digital Marketing & Content Management

- Oversee the club's online presence, including regular updates to the website and management of SEO to ensure optimal visibility and ease of access for both current and potential members.
- Create and manage content for the club's social media accounts, including posts that promote events, share club news, and engage with members in a meaningful way.
- Monitor and manage online reviews, social media comments, and other forms of feedback to protect and enhance the club's reputation.
- Track digital marketing efforts and social media engagement, providing insights and recommendations to improve overall performance.

Collaboration & Reporting

- Serve as a liaison between the Membership Committee and club leadership, ensuring open communication and transparency regarding membership trends, challenges, and opportunities.
- Prepare and present membership reports, detailing activity, engagement, and satisfaction trends for review by the General Manager and Membership Committee.

Job Knowledge, Skills & Competencies:

- Proven experience in communications, marketing, and membership management, preferably in a hospitality, country club, or private club environment.
- Exceptional written and verbal communication skills, with the ability to engage and persuade a variety of audiences.
- Proficiency in managing digital communication platforms, including website content management systems, social media platforms, and mobile applications.
- Strong organizational and project management skills, with the ability to multitask and meet deadlines.
- Excellent interpersonal skills, with the ability to build strong relationships with members, staff, and external partners.
- Experience in managing membership databases and reporting systems.
- Familiarity with design tools such as Canva, Publisher, or Adobe InDesign Creative Suite is a plus.
- Strong analytical and problem-solving skills, with the ability to adjust strategies based on data insights.

Education & Experience:

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field.

- 3-5 years of experience in a communications, marketing, or membership management role, ideally in a private club or hospitality setting.
- Experience with Club Management Software or similar CRM platforms is a plus.

Other Duties:

- Perform other related duties as assigned by the General Manager or suggested by the Membership Committee to support the overall success of the club.

Working Conditions/Physical Demands:

- Ability to sit for extended period
- Ability to work extended periods on computer in varied lighting conditions
- Repetitive motion using computer keyboard/mouse
- Standing/walking minimally
- Work in an office environment for most duties with some outside work for planned events

Other:

We offer competitive wages and a comprehensive benefits package. The pay range for this salary position starts at \$60,000 with commissions. The package includes Health, Dental, Vision, Life paid vacation/holidays, employee discounts on merchandise, 401(k) with Company Match, Holiday Bonus Gift, and on-shift employee meal provided.

If you are interested in applying for this position, please email your resume to kate@milwaukeeyc.com. No Phone calls please.