



Marketing and Membership Director

The Marketing and Membership Director's primary duty is Member growth and retention through increasing member participation at the Club. This Director builds relationships and is instrumental in driving the member initiative. They champion the system/process to ensure new members develop relationships, experience personalized service, cultivate member recognition and participate in a variety of programs and events. The Marketing and Membership Director also oversees all internal and external communications at the Club. They work directly with the Executive Team and department heads to ensure timely and appropriate communication regarding programming, events, policies and member benefits.

Responsibilities:

- Develop leads for prospective members.
- Manage all steps of the member onboarding process and ensure proper execution by applicable department heads.
- Responsible for the maintaining member database and directory including updating of Club policies
- Creation of focus groups to receive member feedback on creation of ongoing programming opportunities
- Design and creation of membership marketing and communication materials through various methods including target emails, posters, signs, website and monthly newsletters.
- Participation in Committee meetings related to membership and communication and administration of materials needed for monthly Board of Director's meetings and various other Committee meetings.

Job Requirements:

- Undergraduate degree preferred with an education concentration in business, communications, journalism, public relations, hospitality management or recreation management
- Minimum two years of experience in sales, marketing, relationship management, customer service, hospitality membership associations or Private Club experience
- Proven track record of initiative, creativity and motivation to surpass challenging performance goals
- Ability to work a variety of hours, including some evenings, weekends and holidays.
- High energy, outgoing personality
- Strong technical literacy including Microsoft Office Suite, Adobe InDesign, Adobe Photoshop, and social media
- Strong organizational skills and attention to detail

Qualified candidates should send resume, cover letter and salary requirements to: Wendy Robinson
Wendy@oakridgecountryclub.net