

**MEMBERSHIP SERVICES DIRECTOR**  
**Job Description**

**Job Title:** Membership Services Director  
**Department:** Administration  
**Reports To:** General Manager  
**FLSA Status:** Exempt  
**Prepared By:** Human Resources  
**Prepared Date:** April 2011

**SUMMARY**

Develop and implement initiatives to promote better awareness externally and internally of Monterey Peninsula Country Club, including membership sales, membership activities, membership retention, communication and analysis of demographic data.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

**Membership Programs**

- Develop and recommend membership programs.
- Implement all membership programs such as ambassador and mentor programs.
- Periodically train staff to be excellent MPCC ambassadors.
- Tracks all membership leads and follow up as appropriate.
- Measures various efforts and reports measured performance to the General Manager.

**New Member Programs**

- Develop and implement new Member activities in conjunction with the Clubhouse Manager and Head Golf Professional to provide for harmonious integration of new members through social and golf activities

**Member Retention**

- Follow up on all resignation letters.
- Perform exit interviews and recommend alternative memberships.
- Meet with Members on a proactive basis to discuss transition opportunities for other membership classes.

**Member Satisfaction**

- In conjunction with the Clubhouse Manager, develop communication plan for annual calendar of events to increase Member participation in Club events.
- Assist Pro Shop in communicating to Members various sales and events.
- Responsible for coordinating the production schedule, design and development of event flyers and announcements.
- Visible liaison between Club management and membership.

**Member Communication**

- Develop Member communication programs using the Club's website, email, and other communications vehicles.
- Ensure the Club's website remains updated with timely and relevant content to maintain and improve Member engagement. Recommend enhancements to website capabilities to further these goals.

## **MEMBERSHIP SERVICES DIRECTOR**

### **ADDITIONAL ESSENTIAL DUTIES**

- Supervision of Admissions Administrator to ensure accurate communication to current and prospective Members.
- Attend the Membership Committee and Admissions Committee meetings.
- Attend staff meetings.
- Performs other duties as required by the General Manager.

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION and/or EXPERIENCE**

Bachelor's degree (B. A.) from four-year college or university; or three to five years private club experience. Previous successful experience in personal presenting and selling. Experience in networking and prospecting techniques.

### **TRAITS**

Conducts self in an exemplary manner conducive to the manner in which Monterey Peninsula Country Club Members and employees are accustomed in and out of the Club. Possesses initiative, perseverance, patience, and a strong work ethic. Upbeat, friendly, warm, respectful, honest, candid and communicative personality. Strong organizational skills. Is punctual and keeps all meeting commitments by being prepared and on time.

### **LANGUAGE SKILLS**

Excellent presentation and public speaking skills. Superior authoring, creative and communicative skills.

### **COMPUTER SKILLS**

Advanced working knowledge of various computer software programs.

### **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to sit. The employee is frequently required to stand and walk. Specific vision abilities required by this job include close vision.

### **WORK ENVIRONMENT**

While performing the essential functions of this job, the employee is usually indoors, in a controlled environment, and experiences a moderate noise level in the work environment.

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Print Name

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Signature

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Date