



**Director of Membership
Palmira Golf Club
Bonita Springs, FL**

About the Club:

There are many great golf courses in Southwest Florida, but there is only one Palmira. Nowhere else will you find a prestigious 27-hole championship golf course that will challenge your ability and delight your senses at the same time. And, nowhere else will you find a member owned club as welcoming and generous in spirit as Palmira.

The three, Gordon Lewis designed, nines offer generous fairways and five sets of tees, ensuring an enjoyable round for all players. Course length options range from 4,600 to 7,400 yards. Members may own their own carts, marking the ultimate in convenience when it comes to getting to the course, playing golf and returning home in your own vehicle. Palmira also offers exceptional practice facilities, including a state-of-the-art chipping and pitching facility with sand and waste bunkers to help you prepare for your round. An aqua driving range with great areas to hit accompanied by 20 high quality hitting stations and a shade station for teaching. The club also offers Trackman within the pro shop teaching program to help members with their games.

The centerpiece of the club is our 41,000 sq. ft. clubhouse, including 150 seat indoor/outdoor grill room, 200 seat banquet area, private members wine room, men's, and lady's locker room, along with card rooms, and member game room. The clubhouse was remodeled in 2015, the men's and lady's locker room were also done in the recent past. The club offers an active golf and social program for all members to participate in during the very active season.

The Club has been awarded the Distinguished Clubs of the World distinction for the past six years.

Palmira by the Numbers:

- 375 Golf Member Cap
- Approximately 150 social members
- \$50,000 initiation fee Full Golf
- Gross revenues \$6.0M+
- Average age of member – 64



Position Description:

The Director of Membership will develop and implement marketing initiatives designed to attract, increase, and retain membership in the club. The position will enhance the club's brand through development and distribution of written and digital communication. The Director will lead marketing activities that will promote Palmira Golf Club and act as its Ambassador within the community, as well as local markets. The Director of Membership plays a critical role in the success of the club and the member's overall enjoyment of the club. This role works closely with and complements the efforts of other club department heads.

Primary Function of the Position:

- Leads the development and execution of the club's membership marketing plan to attract new members and increase club usage of existing members. The Director will develop recruitment and retention campaigns.
- Assesses the need for and make recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met.
- Will be highly visible within the membership in order to seek opportunities for potential new members, as well as to assess club culture for appropriate events, programming, and customer satisfaction levels.
- External marketing of local real estate agents and prospects. Stay in contact with brokers and agents to ensure they understand current opportunities at the club.
- Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met.
- Work with and facilitates the club's membership committee
- Maintains an appropriate database of membership prospects
- Manages club website and social media programs.

Candidate Qualifications:

- Must have a professional demeanor, a gracious attitude, and the ability to interface with luxury clientele; demonstrated ability to establish and maintain effective working relationships with all departments, team members, current and prospective members, and business partners.
- Demonstrated understanding and experience in membership sales techniques with upscale clientele in a private club.

- Highly organized and presents a professional demeanor.
- Dynamic interpersonal and written communications skills; demonstrated creative writing skills and good proof-reading ability



Education

- Ideally, a bachelor's degree in marketing with a minimum of 3-4 years' experience in sales and marketing.
- Preferably a member of PCMA, MDASF, and other professional organizations geared towards advancing member recruitment and retention.

Other Benefits

- Salary open and commensurate with qualifications and experience. The club, along with typical professional educational support and benefits, offers an excellent commission and benefits package.

Date Available: Immediately

Please send resume and cover letter to:

Mark Neneman, Chief Operating Officer
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