



Position Title: **Director of Club Membership Sales** Department: Sales

Reports to: Sales & Marketing

FLSA Designation: Exempt

Revised: 08/2019

POSITION PURPOSE

This position is responsible for the development, and implementation of The Club's marketing and membership sales objectives, community involvement, social media initiatives, membership events and meeting and/or exceeding overall Membership performance objectives. This includes, Club Membership Sales, Club Marketing and In-House Member events. Key to maintain ongoing relationships with Club Members and acts as liaison with Department leaders on deploying proper communication of resort activities enhancements updates, etc. Membership includes owners and/or members of Naples Bay Resort Cottages/Hotel Units/ Residences in conjunction with the Marina/The Spa/Tennis Program.

EXAMPLES OF DUTIES:

Essential Functions

Responsible for continuous growth of the membership roster including all membership sales, member retention, club tours, member events, and the preparation of all membership sales materials.

Works with Director of Club on developing and implementing an approved budget, forecast and staffing plan for the membership department.

Maintains and keeps all records concerning membership including membership database, matriculation, attrition, annual net dues, initiation fees, budgets, forecasts, etc.

Survey, review and analyze competition, market trends, customer needs and comments in an effort to develop/modify new plans, actions and programs.

SUPPORTIVE FUNCTIONS

In addition to performance of the essential functions, this position may be required to perform a combination of the following supportive functions, with the percentage of time

Club Membership Sales Manager

performing each function to be solely determined by management based upon the particular requirements of the company.

- Attends property staff meetings and other property specific meetings as requested by the General Manager.
- Contribute to the development of the marketing plan.
- Maintain an organized and clean work area and hotel environment.
- Participate in industry organizations.
- Maintain an open line of communication between guests, employees, and management.
- Input and retrieve information from computer system for file maintenance, correspondence and preparation of forecasts and marketing input.
- Assist office in any other administrative duties as needed.
- All other duties as assigned.

PHYSICAL REQUIREMENTS

Frequency Key:

Never – 0 hours; Rare – up to 1 hour; Occasional – 1-3 hours; Frequent – 3-6 hours; Constant – 6-8 hours

<u>Physical Activity</u>	<u>Frequency</u>
Sitting	Constant
Walking	Occasional
Climbing Stairs	Rare
Standing	Occasional
Crouching/Bending/Stooping	Occasional
Reaching	Occasional
Grasping	Occasional
Pushing/Pulling	Rare
Near Vision	Constant
Far Vision	Constant
Hearing	Constant
Talking	Constant
Smell	Rare
Taste	Rare
Lifting/Carrying (# lbs.)	Occasional – up to 20 lbs.
Travel	Frequent

OTHER DUTIES

Assimilate into the Sojourn Hospitality culture through understanding, supporting, and participating in all elements of guest service. Demonstrate working knowledge of the service standards.

Regular attendance in conformance with the standards, which may be established by Sojourn Hospitality from time to time, is essential to the successful performance of this position.

SAFETY REQUIREMENTS

Personal Protective Equipment (PPE) may be required when performing work duties that may have the potential of risk to your health or safety. The hotel will provide the required PPE. Employees will be trained in the proper use and care of any assigned PPE. It is your responsibility to report defective, damaged or lost PPE, or equipment that does not fit properly to your manager.

OSHA laws require the use of the following Personal Protective Equipment (PPE) when performing work duties that have the potential of risk to your health or safety:

- None

ORGANIZATIONAL RELATIONSHIPS

This position reports to (titles):

- Director of Club

SPECIFIC JOB KNOWLEDGE, SKILL, AND ABILITY

The individual must possess the following knowledge, skills, and abilities and be able to explain and demonstrate that he or she can perform the essential functions of the job, with or without reasonable accommodation.

- Ability to perform critical analysis.
- Ability to manage extensive amounts of information and provides constructive feedback/direction.
- Extensive knowledge of marketing, negotiating and sales procedures associated with the hotel industry.
- Excellent written skills sufficient to produce sales and marketing communication that properly reflects the hotel's image.
- Excellent spoken and presentation skills.
- Considerable ability to listen effectively.
- Ability to work weekends &/or holidays.
- Ability to work effectively both independently and as a team.
- Ability to delegate, manage and organize complex projects and establishes priorities consistent with department/hotel objectives.
- Ability to effectively deal with department heads, customers and team members, some of whom will require high levels of patience, tact and diplomacy.
- Ability to manage multiple projects, meet and work effectively under time and resource constraints.
- Ability to effectively lead a team of professionals.

QUALIFICATION STANDARDS

Education

- Four-year college degree preferred; additional/advanced degree coursework in business administration, marketing and communications a plus.

Experience

- Requires operations/sales leadership experience; preferably 5 years or more.
- Comparable hotel size and scope experience preferred.
- Proven track record of successes in achieving revenue objectives.
- Proven ability to recruit, motivate and train sales team.

Licenses or Certifications

- None

Grooming

All employees must maintain a neat, clean and well-groomed appearance (see Hotel grooming standards policy).

Other

Applicants with additional language skills preferred.

NOTICE

The hospitality business functions seven days a week, twenty-four hours a day. In addition, this is a hospitality business and a hospitable service atmosphere must be projected at all times.

Due to the cyclical nature of the hospitality industry, employees may be required to work varying schedules to reflect the business needs of the hotel.

Upon employment, all employees are required to fully comply with Sojourn Hospitality rules and regulations for the safe and efficient operation of hotel facilities. Employees who violate hotel rules and regulations will be subject to disciplinary action, up to and including termination of employment.

I HAVE READ AND UNDERSTAND THE POSITION DESCRIPTION INFORMATION AND HEREBY STATE THAT I CAN PERFORM THE ESSENTIAL FUNCTIONS OF THE JOB WITH OR WITHOUT REASONABLE ACCOMODATION.

PRINT NAME

SIGNATURE

DATE