



**JOB POSTING**

Date of Notice: **August 28, 2017**

Position Title: **Director of** **Membership Sales and Marketing**

Job Location: **The Club at Grandezza – Naples, FL**

Start Date: **ASAP**

Application Closing Date: **When filled**

Reports to: **Property General Manager**

Send Application To: **Craig Falanga – Regional Sales and Marketing Director**

**cfalanga@kempersports.com**

**Facility Description**:

The Club at Grandezza is the centerpiece and vibrant social hub of the 990 home community offering a full complement of recreation and social activities geared toward the active lifestyle of members.

Built in 2001, The Club at Grandezza features a well-manicured and visually striking 18-hole, 7,000-yard, par-72 golf course that traverses 125 acres of native vegetation, lakes and marshes that provide a sanctuary for wildlife. In addition to golf, The Club at Grandezza provides its members a full suite of amenities, including a junior Olympic-sized swimming pool and spa, state-of-the-art fitness center, six clay tennis courts, multiple dining options and two bocce ball courts. Members enjoy active tennis and golf programs as well as creative programming and social events supported by the Club’s friendly and engaging staff.

**Position Summary:**

The position of Membership & Marketing Director is an important role at the club and is accountable for developing and implementing plans, programs, and activities designed to increase and retain club membership. Develop, implement and support programs, projects, and activities designed to increase and retain membership in the club. Represent the club creating relationships with surrounding communities and organizations.

**Primary Duties:**

* Plan and implement strategies to meet the club’s membership and marketing goals promoting aggressive marketing campaigns designed to build and retain club membership.
* Utilize telemarketing, direct mail, email, social media and referral programs and other methods to prospect for potential members.
* Promote club activities using newsletters, direct mail, e-mail, social media, bulletin boards and web services.
* Organize and conduct prospective member functions.
* Organize the production of membership kits, brochures and promotional letters for sales calls, blitzes, direct mail and membership retention programs.
* Develop and conduct an orientation programs for new members.
* Coordinate the development and substantiation of new and current member social activities for the club. Track the performance of all membership activities and respond on timely basis to member requests and concerns.
* Provide prospective clients and members with information, club details and facility tours, including potentially playing golf with membership prospects.
* Supervise prospective member credit checks and review all applications for membership.
* Maintain the club’s database of member information. Administer all membership changes, additions and deletions.
* Maintain and update Club’s web site and other internet and social media pages.
* Create and edit club newsletter for email distribution monthly along with weekly club email blasts
* Organize and supervise distribution of the annual membership directory.
* Provide sales training for all applicable staff members.
* Assure the efficient and timely submission of all operational, financial, budgetary and related marketing and sales reports as required reports.
* Attend local civic and business association meetings and events as required establishing partnerships where possible to benefit the club.
* Conduct periodic market research to provide information essential for revising current programs, which enhance the club’s competitiveness in the marketplace.
* Identify potential target markets, evaluate and develop appropriate marketing strategies promoting club membership benefits.
* Other duties as requested by the General Manager.
* Must be more than an order taker – in this role you will be expected to actively hunt for new members.
* Some nights, weekends and Holidays will be required to represent the club and interact with members.

**Qualifications:**

* Bachelor’s degree preferred in Marketing, Communications, Business Administration or equivalent education and experience.
* 4 years outside sales and marketing experience, preferably in the private club, resort, and/or golf industry.
* Demonstrates outstanding interpersonal communication, presentation and sales skills.
* Ability to analyze and solve problems; efficiently handle multiple duties under pressure with minimal supervision; work flexible hours as required including nights/weekends.
* Must have understanding of the game of golf and be able to discuss golf fluently - an avid player is a plus.
* Positive attitude, professional manner and appearance in all situations.
* Dedication and commitment to excellent member service.
* Proficient in Microsoft Windows, Word, Excel, PowerPoint, Publisher and Contact Management Software, along with basic website updating skills.

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