

## MEMBERSHIP DEPARTMENT

### **I. Position**

Membership Director (5.1)

### **II. Related Titles**

Membership Secretary; Director of Marketing and Sales; Account Executive; Sales Manager; Director of Membership Development; Member Relations Manager; Membership and Marketing Director; Membership and Communications Director (Manager); Members Services Coordinator

### **III. Job Summary (Essential Functions)**

Develop and implement programs, projects and activities designed to increase and retain membership in the club. Represent the club in its relationships with numerous external constituencies.

### **IV. Job Tasks (Additional Responsibilities)**

1. Maintains the club's data base (membership register) of members' files.
2. Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
3. Plans and implements strategies to meet club membership goals.
4. Processes all requests for and transfers of membership.
5. Assists prospective members in fulfilling application requirements.
6. Conducts orientation program for new members.
7. Promotes club activities using table tents, newsletters, direct mail flyers and other means.
8. Holds prospective member functions.
9. Calls and requests active members to make personal referrals and to assist with recruitment efforts.
10. Processes member resignations; develops reports and undertakes special projects as applicable if membership retention problems arise.
11. Determines markets to be canvassed for qualified individuals and completes and maintains perpetual member invitee roster.
12. Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met.
13. Personally meets each club member and instills confidence that the club is operated in the best interests of the membership.
14. Serves on applicable club committees to assure members' interests are consistently addressed.
15. Conducts tours for prospective members.
16. Follows-up on telemarketing efforts, member referrals, leads from staff, catering contracts, newspaper articles, lists, publications, etc.
17. Organizes production of membership kits for sales calls, "blitzes" and direct mail activities.
18. Researches the need for on-going sales promotions regarding demographics, market segmentation data, etc.
19. Provides sales and other applicable training for staff members.
20. Tracks the success and overall performance of all membership activities.
21. Coordinates development of the social activities and social calendar for the club.
22. Maintains a file of club history information.
23. Coordinates all club public relations efforts, members' newsletters, news and media events and club brochures.
24. Attends management and staff meetings.
25. Effectively responds to member comments in accordance with club standards, policies and rules; uses ideas, feedback and suggestions to continuously improve the services provided to members.
26. Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained.
27. Recruits, trains, supervises, schedules and evaluates subordinates according to established club procedures.
28. Plans and develops training programs and professional development opportunities for himself or herself and all other subordinates.
29. Reports approved new members to the controller to initiate proper administration of their memberships; ensures that applications are completely and properly filled out, that initiation fees are collected and that new members understand the privileges and costs of becoming a member.