



Our Club

The Forest Country Club is a private member owned country club located in Fort Myers, Florida. We are located less than 15 minutes away from Fort Myers Beach, Fort Myers International Airport, and numerous world class shopping destinations. The Club has just completed a comprehensive \$10 million renovation to the Clubhouse facility which has received widespread acclaim from members, industry professionals and media alike.

The Forest was the original gated community and private club in Fort Myers and has a reputation as being the “friendliest Club in Southwest Florida.” Located inside our 700-acre gated community, The Club has 36-holes of recently renovated championship quality golf, a first-class Food and Beverage operation, a well-equipped fitness center/Wellness Studio, a vibrant tennis program featuring 6 newly renovated hydrocourts, bocce, pickleball courts, a fully stocked golf shop and full golf practice facilities. These amenities, combined with our spectacular new facility have positioned The Forest at the top of the Fort Myers Private Club market.

Position Summary

The Forest Country Club is seeking an experienced Membership and Marketing Director with an outgoing and engaging personality. This individual will be responsible for marketing and recruiting golf members into our gated community. A special emphasis is placed upon recruiting golf members that do not live in our community. This includes creating a very positive presence within the real estate and local business community. Equally important is the ability to market internally and engage our current membership in the member recruitment/referral process. You must have the ability to conduct market research, effectively network with peers, and understand the private club market in Southwest Florida.

The candidate must be very detail oriented and must be a self-starter who can work both independently and in a team environment to create and implement a membership recruitment plan.

Responsibilities

- Solicit and enroll new members through sales calls, networking and follow up.
- Implement lead generation strategies.
- Develop and implement marketing initiatives that bring The Forest to the forefront in the minds of perspective members. This includes digital, print, television and social media opportunities.

- Guide prospective members through the membership application process.
- Be able to explain the benefits of membership and all costs and fees to the prospective buyer.
- Designs and produces Club marketing materials.
- Ability to follow procedures for processing prospective members' applications.
- Prepares the closing documents for the accounting department to process.
- Be able to maintain the club's database of membership files.
- Creates, maintains and updates marketing material and promotional packets.
- Arrange for photographs of new members to be taken for the website directory.
- Processes all requests for upgrades, downgrades and purchases of memberships.
- Be able to plan and implement strategies to meet club membership goals.
- Conduct Club tours for prospective members, realtors, etc.
- Plan and Organize prospective member functions as well as an emphasis on family-oriented events.
- Maintains a core group of member Ambassadors to play golf and entertain prospective members.
- Participates in weekly management meetings
- Creates membership and lead activity reports for presentation to the Membership Committee
- Generates monthly reports for Membership Committee/Board & Chief Financial Officer.
- Makes recommendations to the Membership Committee to recruit/retain members.
- Identifies target markets and tracks all prospective member leads.
- Tracks and reports results using specific programs and recruitment tactics.
- Manages club communications, which include local media and social media platforms
- Assists in the development of the Membership Department budget.
- Manages the annual Membership Department budget.
- Actively participates in the local and regional chapters of the membership directors to share ideas, surveys, etc. as it relates to membership policies.
- Actively participates in realtor and Chamber programs. Provides and maintains marketing materials at the Chamber. Maintains a realtor database in order to send email blasts.
- Manage branding opportunities for The Club to maintain our standing in the community

Requirements

- Bachelor degree in Business, Marketing, Public Relations, Communications or Hospitality Management preferred.
- 5 years applicable marketing, sales, and management experience, in a Private Country Club and/or Hospitality industry.
- Must be technologically proficient with strong internet and social media marketing skills.
- Proficient in programs such as Word, Excel, PowerPoint, Outlook and Club Essential software.
- Ability and desire to work flexible hours. This may include some evenings and weekends.
- Must exhibit excellent interpersonal skills and be comfortable delivering group presentations.
- Demonstrates strong networking ability with local civic and business organizations.
- Excellent organizational skills required
- Ability to pay close attention to detail and time management is critical.
- Track record of success in the areas of strategic planning, budget development, fiscal management, marketing, sales, public relations and community relations.
- Demonstrated quality written, verbal and interpersonal communication skills.
- Ability to promote, sell and build lasting relationships.

Compensation and Benefits

- A base salary and commission
- Standard club leadership benefits to include family health, dental, vision, and life insurance

Application Instructions

For consideration, please email a cover letter, résumé and professional references to General Manager, Matt Gaudet at mgaudet@theforestcc.com.