



MEMBERSHIP & MARKETING DIRECTOR MOORINGS GOLF & COUNTRY CLUB NAPLES, FL

OVERVIEW

An exciting opportunity to become the next Membership & Marketing Director at Moorings Golf & Country Club in beautiful Naples, Florida is officially available!

Moorings Golf & Country Club is a private, member-owned golf and country club in the Naples area. Built in 1963 and transitioned to a member-owned club in 1968. Recent clubhouse renovations include a 2016 interior renovation and new course greens in summer 2018.

MOORINGS GOLF & COUNTRY CLUB HIGHLIGHTS

- Membership: 140 Golf, 9 Annual Golf, 114 Social, 12 CCRC, 2 Associate, 23 Special, 300 Total
- 18 Hole, Par 63 Golf Course, featuring brand-new TifEagle Greens
- Two Bocce Courts with a Fall and Winter League
- Lunch, Brunch, Dinner and Special Events for up to 150 in the Clubhouse
- Bridge, Duplicate Bridge, Mah Jongg, Car Club, Book Club, Investment Club

www.mooringscc.com

PRIMARY ROLES & RESPONSIBILITIES

- Responsible for MG&CC's membership recruitment and retention efforts
- Plans and implements strategies to meet membership goals (annual membership and marketing plan)
- Determines markets to be canvassed for qualified individuals and completes and maintains perpetual member invitee roster
- Coordinates all club public relations efforts, club brochures and marketing materials
- Uses social media (Facebook) and the club's website to promote awareness and interest in club activities and membership opportunities
- Organizes all Membership and Marketing Committee meetings (set meeting dates, agenda, meeting minutes)
- Coordinates a Member Referral Program
- Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met
- Researches the need for ongoing sales promotions regarding demographics, market segmentation data, etc.
- Maintains the club's database (membership register) of members' files
- Conducts tours for prospective members
- Develops and ensures that established procedures for processing prospective members' applications are consistently followed and meet requirements of the club's By-Laws
- Conducts on-boarding and orientation program for new members

- Processes all requests for leave of absence, membership transfers, reinstatements and resignations of membership
- Plans and implements prospective member functions (new member happy hours, receptions, etc.)
- Tracks the success and overall performance of all membership activities
- 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
- Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained
- Attends management and staff meetings
- Leads planning for additional member social offerings, such as guest speakers, off-site trips, special entertainment, etc.
- Coordinates outreach to local condominiums, businesses, churches, alumni groups, etc. for special events, golf outings and other membership opportunities.
- Plans and develops training programs and professional development opportunities for himself/herself

MINIMUM QUALIFICATIONS

- Bachelor's degree in Marketing, Communications or Hospitality preferred and/or minimum of four years' experience in a related field. Country Club experience preferred.

OTHER QUALIFICATIONS

- Microsoft Office (Word, Excel, Outlook, PowerPoint and Publisher)
- Excellent oral and written communication skills
- Positive attitude, professionalism and appearance in all situations
- Strong organizational skills: time management, attention to detail, ability to self-start
- Able to multi-task and produce high-quality results
- Familiarity with Club system and website software is preferred, Jonas and Buz Software.

COMPENSATION, BENEFITS & SCHEDULE

- The Club will offer a competitive compensation plan, as well as a comprehensive benefits package to include but not be limited to medical, dental and paid vacation.
- Tuesday to Saturday, 9:00am – 5:00pm. Flexible to attend member special events, including dinner dances and monthly bingo nights in season, on nights and weekends to help greet and take club photography.

Qualified candidates should submit a cover letter, resume and references to:

Ted Beisler, General Manager/COO
 (239) 261-0909 ext. 4011 or (239) 272-3768
 TedBeisler@mooringscc.com