



*A private beach club experience that blends casual comforts with a refined beach lifestyle . . .
How Going to the Beach Should Always Be!*

Membership Director – Serenata Beach Club

3175 South Ponte Vedra Blvd. Ponte Vedra Beach, FL www.SerenataClub.com

The Membership Director for Serenata Beach Club will develop, lead and direct the overall strategic plan of recruiting new and retaining current members of the Club. As the designated leader of the Club's Membership Team, the Membership Director will be responsible for . . .

- *Ensuring the successful marketing and sales of membership at Serenata Beach Club;*
- *Preparing and executing an informative journey for prospective new members that includes a comprehensive onboarding process and membership alignment systems;*
- *Fulfilling the role as club brand champion to lead targeted outreach efforts, form strategic partnerships, and identify and explore high potential candidates for membership;*
- *Forming and nurturing lasting relationships with a wide array of people and neighborhoods, and facilitating successful social settings for a diverse demographic population;*
- *Overseeing the efforts for member engagement, satisfaction and retention, communications and member services, amenities and programs usage;*
- *Becoming a central representative of Serenata Beach Club and ensuring excellence in the overall club membership experience.*

OVERVIEW OF TRAITS & REQUISITE SKILLS:

- **Strong, Confident Leadership Team Representative that is Energetic, Personable and Highly Motivated**
- **Ability to Develop New / Definitive Marketing Strategies for the Effective Recruitment of New Members**
- **Knowledge of Private Club Industry / Experience with Club Membership & Technologies**
 - Private Membership Club with Dues Payment by Members and Established Club Guidelines
 - Point of Sale System Knowledge / Aptitude
 - CRM Experience & Active Management of Key Metrics
 - Ability to Understand, Compile and Share Important Data Points for Membership (Leads, Referrals, Tours, Introductions, Contacts, Conversions, Reactivations, Attrition)

- **Proven Sales Tactics & Skills**
 - Establishes Mutually Beneficial Relationships to Enhance Ability to Attract Prospective Member
 - Identify and Nurture All Inbound Leads
 - Identify and Develop Outbound Marketing Programs
 - Qualify and Cultivate Relationships with Prospective Club Members
 - Ability to Convert Prospects to Active Membership
- **Fresh, Accomplished & Polished Presentation and Approach to Membership Sales & Engagement**
 - Actively Engages Club Membership and Key Audiences for Club Awareness
 - Professional Presence that Portrays and Produces Confidence as a Representative of a Quality Private Beach Club Membership (Appearance, Attire, Grooming, Conduct, Speech, etc.)
 - Approaches Challenges with Optimism and a Creative, Solutions-Based Attitude
 - Maintains a Positive Outlook and Unbiased Judgement in All Interactions
 - Strong Communications, Public Relations and Organizational Skills
- **Ability to Achieve Established Active Membership Count Levels**
 - Addition of New Club Members
 - Activation of Pre-Paid Memberships
 - Reactivation of Previous Club Members
- **Ability to Impact Member Satisfaction & Retention**
 - Ongoing Review of Member Satisfaction / Engagement
 - High Membership Renewal Statistics / Lower Membership Attrition

LEADERSHIP / SUPPORT ROLES

Membership Team Leadership with Ability to Organize, Supervise and Delegate to Achieve Club Membership Goals:

- Strategic Membership Recruiting Plan & Process Defined
- Club Brand Definition – Life Relevance / Enrichment Opportunities
- Customer Relationship Management (CRM) Program Guidelines & Usage
- New Member Orientation / Onboarding of all Club Members
- Tracking / Development of Statistics on Reasons for Members Joining Club
- Club Member Relations / Satisfaction & Club Usage Tracking
- Development of Member Referral Systems & Programs
- Concierge Services & Tenant Membership Program
- Communications – Verbal, Print (Newsletter, Flyers, Brochures, Ads), Website / E-Mail, Social Media, Written / Correspondence
- Relationship Development & Maintenance – Businesses, Individual Prospects, Pre-Paid Memberships, Developments / Neighborhoods / Builders, Realtors, Local Community / Organizations
- Execute Sales Plan / Successful Achievement of Membership Goals
- Effective Member Retention Strategies

EXPERIENCED CANDIDATES

Please Send Resume with Cover Letter: Jane Z. Norton, General Manager jnorton@serenataclub.com