



RCS Hospitality Group
a new generation of hospitality management
6412 Brandon Ave. #339 Springfield, VA 22150
www.consultingRCS.com

Position Available:
MEMBERSHIP AND MARKETING DIRECTOR
Maryland Golf and Country Clubs – Bel Air, MD

Maryland Golf and Country Clubs (MGCC) is looking to hire a dynamic Membership and Marketing Director who understands the nuances of a private club, is committed to providing best in class service and implementing innovative ideas while staying true to the traditions of the club, and will ensure a superior Member experience. The most qualified individual selected for this role will be highly focused on providing superior service to both current members and all prospective members of the club.

The Membership and Marketing Director is responsible for membership sales and retention, the generation and administration of candidates for membership, the development of membership marketing programs to achieve membership sales and retention goals, and maintaining and expanding a database of potential candidates, received both externally and through current members, but with a view of marketing the club into the community under the guidance of the General Manager and policies of the Board. Using relationship building strategies, this individual will provide excellent orientation to new members and gather important feedback from prospective and new members which will assist MGCC to meet and exceed member expectations.

POSITION SUMMARY:

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.

ESSENTIAL RESPONSIBILITIES & RESPONSIBILITIES:

Sales & Marketing

- Coordinates development of the social activities and social calendar for the club.
- Coordinates all club public relations efforts, members' newsletters, news and media events and club brochures.
- Plans and implements strategies to meet club membership goals.
- Is present during club operating hours and events to assist in meeting and greeting members and guests.
- 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.
- Maintains club's member bulletin boards and club's web site.
- Personally, meets each club member and instills confidence that the club is operated in the best interests of the membership.
- Calls and requests active members to make personal referrals and to assist with recruitment efforts.
- Conducts tours for prospective members.
- Conducts orientation program for new members.
- Determines markets to be canvassed for qualified individuals and completes and maintains perpetual member invitee roster
- Follows-up on telemarketing efforts, member referrals, leads from staff, catering contracts, newspaper articles, lists, publications, etc.



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- Interacts with local Chamber of Commerce, "Welcome Wagon" and other community organizations to network and market the club.
- Organizes production of membership kits for sales calls, "blitzes" and direct mail activities
- Promotes club activities using table tents, newsletters, direct mail flyers and other means.
- Holds prospective member functions.
- Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met.
- Serves on applicable club committees to assure members' interests are consistently addressed.

Administrative

- Responsible for maintaining confidentiality of all member information.
- Maintains the club's data base (membership register) of members' files.
- Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
- Assists prospective members in fulfilling application requirements.
- Tracks the success and overall performance of all membership activities
- Researches the need for on-going sales promotions regarding demographics, market segmentation data, etc.
- Processes all requests for and transfers of membership.
- 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.
- Processes member resignations; develops reports and undertakes special projects as applicable if membership retention problems arise.
- Responsible for transfer of club equity memberships through interaction with sales agents, attorneys and title companies on behalf of buyers and sellers.
- Attends management and staff meetings.
- Serves as manager on duty as scheduled.
- Surveys other clubs for information useful in setting and revising club membership policies.
- Provides sales and other applicable training for staff members.
- Recruits, trains, supervises, schedules and evaluates subordinates according to established club procedures.
- Plans and develops training programs and professional development opportunities for himself or herself and all other subordinates.
- Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained.
- Provides notices and agenda for and invites and maintains minutes of the club's membership committee.
- Interacts with club's decorating and interior design committee to provide effective decorating concepts for the clubhouse.
- Maintains a file of club history information.
- Maintains all waiting lists for club and golf memberships.
- Completes other appropriate assignments made by the general manager.



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CANDIDATE EXPERIENCE AND QUALIFICATIONS:

- Education/Training: Recognizable degree with 2-3 years of proven success in Sales and Marketing.
- Competent computer skills. Proficiency in Microsoft Office and Social Media.
- Previous private club or hospitality experience.
- Professional appearance and demeanor.

SALARY RANGE:

Salary commensurate with experience, plus bonus potential. Upon eligibility, a comprehensive benefits package including health, dental, vision, vacation, paid time off and simple IRA with match. Compensation package includes industry dues and education allowance.

REPORTS TO:

General Manager

CLUB INFORMATION:

Maryland Golf and Country Clubs' history dates back to the early 1950's and is recognized as one of the best Private Country Clubs in North East Maryland. Boasting a well-conditioned 7,090-yard, 18-hole championship golf course along with 8 outdoor tennis courses with both hard and Har-Tru surfaces. MGCC features a U-shaped pool which is surrounded by a spacious lounge area. A huge diving area and an adjacent slide section that appeals especially to young people. The pool area also includes a removable net for volleyball games, tetherball, a playground, water basketball, and lap swimming.

MGCC is a family focused club, offering a wide variety of activities for adults and children. Understanding today's club cannot be just a golf or tennis club for adults only, the club is a place where families can come and enjoy quality time together. Family time is a hot commodity these days and MGCC offers programs where families have opportunities to have fun and enjoy time together in a friendly and safe environment. The club is embarking on a renovation project with the first phase beginning this winter which will include the pool and tennis. The main club will begin renovations in the summer of 2020. The banquet space will not be affected.

MGCC is located in Bel Air, a very affluent and growing area 40 minutes from Baltimore and 1 ½ hours from Philadelphia and DC. The cost of living and housing are affordable and Bel Air offers some of the top schools in Maryland. MGCC is the only full-service private club in Harford County.

MGCC is member-owned, for-profit, with 600 members; no cap. Total club revenue is \$6.3 M with \$2.2 M from dues.

INSTRUCTIONS FOR APPLYING:

Please send cover letter outlining your career progression choices, a resume, references, and salary requirements to: Brian Armstrong at brian@consultingRCS.com