

## **DIRECTOR OF MEMBERSHIP EXPERIENCE PROFILE: TROUT NATIONAL - THE RESERVE VINELAND, NJ**

### **DIRECTOR OF MEMBERSHIP EXPERIENCE AT TROUT NATIONAL - THE RESERVE**

The Director of Membership Experience (DME) will support the General Manager/COO and Trout National - The Reserve in their mission to deliver an exclusive and awe-inspiring private club experience custom-tailored for each member and delivered through an unwavering commitment to meticulous detail in service, luxurious comfort, and world-class golf. During the development stages, the DME will play a vital role, working closely with the GM/COO to spearhead this transformative journey.

[Click here to watch a brief video about this opportunity.](#)

### **TROUT NATIONAL - THE RESERVE**

Trout National - The Reserve, opening in Fall 2025, is an awe-inspiring collaboration between MLB All-Star Mike Trout and local partner and businessman John Ruga, with design by golf icon Tiger Woods' TGR Design. Their vision is clear: To be the world's premier private golf club, building an enduring legacy driven by passionate members who love and respect the game, and a team dedicated to delivering a memorable experience.

Located in Vineland, NJ, an approximate 45-minute drive to the Philadelphia International Airport, Trout National - The Reserve will offer invitation-only membership. It will be the ultimate destination where passion for golf meets unparalleled luxury.

Members can escape to a player's paradise where a one-of-a-kind championship golf course seamlessly blends in with its picturesque surroundings. Trout National - The Reserve will be where member experiences are personally curated for comfort and satisfaction. From tarmac to tee box, the world-class amenities and top-of-the-line accommodations will have members wanting for nothing.

### **TROUT NATIONAL - THE RESERVE (TNTR) SNAPSHOT**

- Approximately 200 members (2025 is the target opening date)
- Club Website provider – Club Essentials
- TNTR is A For-Profit Club
- 18-hole championship golf course
- Clubhouse with world-class dining and wine program
- World-class practice facilities, short game course, and performance center
- On-site private cottages and lodges
- 24/7 Concierge service
- Best-in-Class golf shop
- Spa and fitness center
- On-course private helipad
- Private airport 10 minutes from Trout National
- Private member and guest shuttle

**TROUT NATIONAL - THE RESERVE WEBSITE:** [www.troutnational.com](http://www.troutnational.com)

### **DIRECTOR OF MEMBERSHIP EXPERIENCE – POSITION OVERVIEW**

Trout National Trout National - The Reserve seeks an intelligent, polished, and sophisticated Director of Membership Experience to join its opening team. The selected individual will be enthusiastic about a unique opportunity to witness the club's journey from concept to becoming the premier luxury golf club in the industry.

The Director of Membership Experience (DME) should possess flexibility and an enthusiastic interest in the evolving nature of this position. Initially focused on assisting the GM/COO in membership vetting, background checks, and approval processes, the role will gradually transition to ensuring seamless coordination among all TNTR team members to deliver a curated experience for each member. Discretion and confidentiality are paramount due to the exclusive nature of high-end clientele, making prior experience in serving this population highly preferred.

### **INITIAL PRIORITIES OF THE NEW DIRECTOR OF MEMBERSHIP EXPERIENCE**

- Observe, listen, ask questions, and learn about the expected culture and innovation of Trout National - The Reserve. Build trust with leadership, anticipated staff, and members. Get to know and understand the TNTR environment.
- Effectively respond to club members and prospective members; field appropriate calls for GM/COO.
- Effectively manage the early stages of the member vetting process and coordinate potential member interviews for the General Manager/COO.
- Keep all members informed about the Club's updates and activities through appropriate communication channels.
- Prepare/execute Member and Prospective Member correspondence; follow up on all prospective and new member communications.
- Provide tours of Club venues, amenities, etc.
- Perform New Member Orientations.
- Input member information into the system; disseminate information to front-of-house department heads and ensure information is both received and understood.
- Coordinate and host new and prospective member mixers, membership-related open houses, and member-planned events.
- Supervise the CRM member tracking system; maintain updated confidential information and properly record/file it.
- Respond to members; relay ideas, feedback, and suggestions to the GM/COO and collaborate on continuously improving the services provided to members.
- Maintain club history information files. (Will be the Club's 1<sup>st</sup> Historian)
- Reports approved new members to the Finance Department to initiate proper administration of their memberships.
- Ensure that applications are thoroughly and correctly filled out, assisting when necessary, and that new members understand the privileges of becoming a member.
- Communicate any noteworthy issues (positive and constructive) to the GM/COO.

### **CANDIDATE QUALIFICATIONS**

- Professional and self-motivated leader who embodies the Trout National - The Reserve culture.
- Possess a naturally high degree of Emotional Intelligence (EQ), positive self-awareness, and social adeptness.
- Being respectfully confident and "connected" to the membership's needs and expectations and the team is critical, as is the ability to work with leadership to deliver a cohesive and inviting club culture and environment.
- Ability to maintain confidential, proprietary company and membership information.
- Possess exceptional project management, time management, communication, and organizational skills to monitor and maintain project milestones and progress. Ability to organize and complete work by established timelines.
- Has a deep passion for providing high-quality Member service and a commitment to exceeding expectations.
- Demonstrates interest and ability to assist with operational responsibilities as the GM/COO needs.
- Excellent knowledge of Club/Membership practices, regulations, and operational procedures.
- Ability to proactively lead a Team with a transparent, uplifting, inspirational style.
- Be responsive vs. reactive; an exceptional communicator and listener.
- Possess clear and eloquent verbal and exceptional written communication skills to interact professionally with elite clientele and dedicated staff.
- An understanding of the game of golf is highly preferable.
- Excellent understanding of computers and software programs, including Microsoft Office (Word, Excel, Outlook, and PowerPoint). Experience with CRM systems is an added benefit.

- Driven and self-motivated with a strong ability to prioritize and multitask.
- A trustworthy, confident, diplomatic, and competent industry professional with an engaging and polished presence who has a genuine desire to provide exceptional service.

#### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A four-year college/university degree is required, with a degree or concentration in Hospitality / Communications / Marketing / Public Relations or a related concentration/degree.
- A minimum of seven years of practical industry experience is desired.

#### **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

#### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package, including industry association membership.

#### **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter in that order using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

**Prepare a thoughtful cover letter addressed to Mr. Ian Leggatt, GM/COO,** and clearly articulate your alignment with this role; why you want to be considered for this position at this stage of your career; why Trout National - The Reserve and the Southern New Jersey area will be beneficial to you, your family, and your career; and why you will be beneficial to the Club if selected.

**You must apply for this role as soon as possible but no later than Friday, April 19, 2024. Candidate selections will occur later that month with first Interviews expected in late April. The new candidate should assume his/her role in June 2024.**

**IMPORTANT:** Save your resume and letter in the following manner:

**“Last Name, First Name - Resume” &**

**“Last Name, First Name - Cover Letter - Trout National - The Reserve”**

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you cannot go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Bethany Taylor at [bethany@kkandw.com](mailto:bethany@kkandw.com)

#### **Lead Search Executive:**

Michelle A. Riklan

Search & Consulting Executive, KOPPLIN KUEBLER & WALLACE

908.415.4825 (M)- Freehold, NJ

[michelle@kkandw.com](mailto:michelle@kkandw.com)