

Facility Description:

Sara Bay Country Club is one of the oldest private clubs in southwest Florida, established in 1926. The club has 375 members. Membership initiation fee is currently \$60,000 with a waiting list to join the club. Eighteen hole golf course designed by Donald Ross with practice facilities. 25,000 square foot Clubhouse with full dining and banquet spaces, locker rooms and administrative offices. The golf course was renovated in 2018, and the clubhouse is slated for a nine million dollar renovation in 2026. The club is truly golf centric with a focus on providing a great golf and dining experience for our members and their guests. The club is member-owned and governed by the Board of Directors.

Education and/or Experience:

Bachelor's degree in business, Administration, Hospitality, Communications, Public Relations, or related major with at least four years of work experience in the hospitality or business sales industry.

Core Competencies:

Ability to establish and maintain effective relationships with supervisory/administrative staff, associates, Club members and guests. Direct and oversee the activities of the Membership and Communications Department and its budget.

Job Description:

The Director of Membership and Communication reports directly to the General Manager/COO and collaborates with him and the Sara Bay CC team.

The successful candidate will be outgoing, hospitality-oriented, persistent, collaborative, focused, relevant to current trends and possess a "can do" attitude. The Director of Membership role will require a strong attention to detail, the ability to manage multiple priorities, and work effectively with a cross-functional team. The Director of Membership will develop and implement plans, programs, and activities designed to increase and retain club membership and relations while promoting a positive image of the Club and our brand. The ability to learn and communicate the Clubs significant history in the game of golf is important. Responsibilities include the implementation of various strategies including internal marketing, member engagement, communications, advertising, special event promotions, public relations, media relations, brand building and social media implementation. This is a highly visible role that requires frequent interaction with the membership and the local community.

The Director of Membership and Communications must be talented and creative to assist the Club in the direction of its membership and communications initiatives. He or She will collaborate with Club Leadership and department heads, as well as the Club's Admission Chairman and Committee to create and manage all membership materials, processes, and procedures. This role requires an inventive mind while being an organized, detailed, time-efficient, and team-oriented individual.

Job Duties:

- Listen, learn, and observe. Become familiar with club culture, members, and associates. Networking in the local community will be important as the Club seeks to have their brand better recognized in the business community.
- Cultivating a pipeline of prospective member leads through the implementation of a CRM program. Implement necessary follow-up for new member conversions and waitlist engagement and management.
- Manage all current membership files, databases, requests, upgrades, transfers, resignations and any other membership notices/requirements and official mailings.

- Conduct tours of the Club with prospective members. Conduct orientations for new Club members. Follow up with all new members after three months and six months.
- Collaborate with the Club Controller to ensure proper administration of all new memberships, ensure that all applications are completed correctly, initiation fees and dues are collected and that all new members understand the privileges and costs of becoming a member. Assist the Controller with check processing and deposits. Coordinates the collection of past due/delinquent amounts from the membership.
- Evaluate membership categories, member usage and utilization. Summarize and present data/recommendations to the Admissions Committee.
- Evaluate and coordinate existing communication strategies and provide strategic direction and oversight of all club-wide communications including internal and external communication, digital and social media, and content development.
- Researches the local market to stay current on competitive club's dues and fees.
- Develops and adheres to a departmental budget for marketing, communications, and advertising in both local and national markets.
- Effectively responds to members' comments and suggestions in accordance with club standards, policies, and rules. Use ideas and feedback to improve the member experience.
- Maintains Club Locker and bag storage assignments. Maintains Club bulletin boards.
- Present during club special events and major golf tournaments. Participates in the Club Admissions and Entertainment Committees.

Candidate Qualifications:

Communications and Membership sales experience preferable, as well as experience in hospitality, sales, business, and marketing. Demonstrates outstanding interpersonal communication, presentation, and sales skills, as well as a keen eye for detail and organization. Dynamic, engaging, and personable individual who is dedicated and committed to delivering excellent member service. This is a full-time position Tuesday through Saturday. A few nights, Sundays and holidays will be required to represent the Club and interact with members. Proficient in software programs such as CRM programs, Microsoft Windows, Word, Excel, Power Point. Working knowledge of the Jonas Club Software program is a plus. Able to work with website updates, all social media platforms, and graphic design skills. Knowledge of the game of golf is an important aspect of this position.

Benefits:

Competitive salary and commission based on experience and qualifications. The club offers medical, dental and vision plans. Vacation time and annual holiday bonus. Send resume and cover letter to: Mr. John Spiess, General Manager - Sara Bay CC, Jspiess@sarabaycc.org