



JOB POSTING

Date of Notice: **November 9, 2017**
Position Title: **Director of Membership Sales and Marketing**
Open Date: **Immediate**
Job Location: **Village Club of Sands Point, Sands Point, NY**
Reports to: **Property General Manager**
Send Application To: **Ed Jackman – Regional Sales and Marketing Director**
ejackman@kempersports.com

Facility Description:

Widely considered one of the most vibrant and active clubs on Long Island, the Village Club of Sands Point enjoys a rich history of exceptional golf and amenities for its members and their guests.

Founded on the estate of Isaac Guggenheim in 1918, the Guggenheim family held ownership of the property until 1953, when it was purchased by the IBM Corporation as a corporate country club and retreat for New York area employees. The facility and on-site mansion held numerous corporate training and executive development seminars until being purchased by its current owner, the Village of Sands Point, in 1994.

Originally designed as a 9-hole layout by Robert Trent Jones, Sr., the course was expanded to its current 18-hole routing by renowned golf course architect Tom Doak in 2001. Doak is considered one of the finest modern architects for his designs at Pacific Dunes, Old Macdonald and Streamsong Blue. Doak's design at The Village Club of Sands Point features a par-71 classic layout with views of the New York skyline and Hempstead Harbor throughout.

In addition to the golf course, the club includes a picturesque swimming pool overlooking Hempstead Harbor, twelve tennis courts, five platform tennis courts, formal and casual dining venues and events space at the Guggenheim Mansion that includes 12 luxurious overnight lodging rooms.

Position Summary:

The position of Director of Membership Sales & Marketing is an important role at the club and is responsible for developing and implementing plans, programs, and activities designed to increase and retain club membership sales and relations while promoting a positive image of the club. Additional sales responsibilities for golf outings and associated events are also included within the position responsibilities. Responsibilities to achieve success include the implementation of various strategies including direct and/or telephone sales, direct marketing communications, advertising, special event promotions, public relations, media relations, social media implementation and community relations, etc.

Primary Duties:

- Plan and implement strategies to meet the club's membership and marketing goals promoting aggressive marketing campaigns designed to build and retain club membership.

- Plan and implement strategies to meet the club's goals for sales of golf outings and events.
- After sale is closed, develop and organize applicable group golf events and manage communication between departments to help ensure coordination of activities.
- Utilize telemarketing, direct mail, email, social media and referral programs and other methods to prospect for potential members and events.
- Promote club activities using newsletters, direct mail, e-mail, social media, collateral, signage and online services.
- Organize and conduct prospective member or client tours and functions.
- Organize the production of membership kits, brochures and promotional letters for sales calls, blitzes, direct mail and membership retention programs.
- Develop and conduct an orientation programs for new members.
- Coordinate the development and substantiation of new and current member social activities for the club. Track the performance of all membership activities and respond on timely basis to member requests and concerns.
- Provide prospective clients and members with information, club details and facility tours, including potentially playing golf with membership prospects.
- Supervise prospective member credit checks and review all applications for membership.
- Maintain the club's database of member information. Administer all membership changes, additions and deletions.
- Maintain and update Club's web site and other internet and social media pages.
- Create and edit club newsletter for email distribution monthly along with periodic club email blasts and other methods of communication
- Organize and supervise distribution of the annual membership directory.
- Provide sales training for all applicable staff members.
- Produces monthly sales activity reports for General Manager and Regional Sales & Marketing Director.
- Assure the efficient and timely submission of all operational, financial, budgetary and related marketing and sales reports as required reports.
- Attend local civic and business association meetings and events as required establishing partnerships where possible to benefit the club.
- Conduct periodic market research to provide information essential for revising current programs, which enhance the club's competitiveness in the marketplace.
- Identify potential target markets, make recommendations, evaluate and develop appropriate marketing strategies promoting club membership benefits.
- Working closely with KemperSports regional support teams, create and implement the annual sales and marketing plan for membership.
- Other duties as requested by the General Manager.
- Must be more than an order taker – in this role you will be expected to actively hunt for new members and golf outings.
- Some nights, weekends and Holidays will be required to represent the club and interact with members.

Qualifications:

- Bachelor's degree preferred in Marketing, Communications, Business Administration or equivalent education and experience.
- 3 years outside sales and marketing experience, preferably in the private club, resort, and/or golf industry.
- Demonstrates outstanding interpersonal communication, presentation and sales skills.
- Ability to analyze and solve problems; efficiently handle multiple duties under pressure with minimal supervision; work flexible hours as required including nights/weekends.
- Must have understanding of the game of golf and be able to discuss golf fluently - an avid player is a plus.
- Positive attitude, professional manner and appearance in all situations.
- Dedication and commitment to excellent member service.
- Proficient in Microsoft Windows, Word, Excel, PowerPoint, Publisher and Contact Management (CRM) Software, along with basic design, website updating and social media skills.

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