

Membership Director Job Description



Position Title: **Membership Director**

Department: **Club S&P**

Reports to: **Club Director**

POSITION SUMMARY

The Membership Director is responsible for driving new social memberships and creating a welcoming, connected, and engaging environment for members at Naples Bay Club.

This highly visible role requires a proactive, relationship-driven professional who thrives on community involvement, strategic sales & marketing, and member engagement.

The Membership Director will serve as the face of the Club to prospective members and a key connector among existing members.

The Membership Director will develop and execute a comprehensive membership sales strategy, while also collaborating closely with club leadership to enhance member programming, retention, and satisfaction.

This role is instrumental in growing and sustaining a vibrant club culture.

KEY RESPONSIBILITIES

Membership Sales

- Develop and implement an annual membership sales plan with clear goals for lead generation, community outreach, and brand awareness.
- Generate leads through community involvement, local business partnerships, existing member referrals, real estate and relocation groups, social media campaigns, and targeted outreach.
- Manage all inbound inquiries and tours from prospective members, ensuring each experience highlights the Club's amenities, lifestyle, and sense of community.
- Follow up promptly with all prospects; track progress and ensure a high-touch sales process from inquiry to application.
- Present completed applications to the Membership Committee for review and final approval.

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New Member Onboarding & Orientation

- Ensure each new member receives comprehensive onboarding and orientation experience.
- Organize and co-host new member welcome events and dinners in collaboration with Club leadership and Food & Beverage teams.
- Act as an advocate for new members by facilitating introductions and ensuring they feel included and informed.

Member Engagement & Retention

- Develop and maintain strong relationships with existing members to enhance satisfaction, engagement, and retention.
- Maintain an active presence on the Club floor, greeting members, fostering connections, and gathering feedback for continuous improvement.
- Collaborate with Club leadership and the events team to design and execute a compelling calendar of social events, interest groups, and lifestyle programming.
- Recognize member milestones and preferences to personalize experiences and foster a sense of belonging.

COMMUNICATION & ADMINISTRATION

- Maintain accurate and detailed member records in Jonas, including personal preferences, participation history, and contact information.
- Provide weekly reports to the Club Director and ownership on membership growth, sales activity, and attrition trends.
- Monitor and report on member account statuses; work with accounting to address and resolve delinquent accounts diplomatically and efficiently.
- Assist with developing, distributing, and analyzing the annual Member Satisfaction Survey.

SUPPORTIVE FUNCTIONS:

- Attend staff meetings and other property-specific meetings as requested by the Club Director.
- Assist in the development of the club membership sales and marketing plan.
- Participate in local industry organizations.
- Maintain an open line of communication between members, employees, and club management.
- Any other reasonable duties as assigned within the overall scope of the club operation.

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SPECIFIC JOB KNOWLEDGE, SKILL, AND ABILITY

The individual must possess the following knowledge, skills, and abilities.

- Ability to perform critical analysis.
- Knowledge of marketing, negotiating and sales closing procedures.
- Excellent written skills to produce sales and marketing communication that properly reflect the club's image.
- Excellent presentation skills.
- Ability to work weekends &/or holidays.
- Ability to work effectively both independently and as a team.

KEY QUALIFICATIONS

- Bachelor's degree in marketing, hospitality, communications, or related field preferred.
- 5+ years of experience in a sales, marketing, or hospitality leadership role, ideally in a private club, resort, or luxury service or product environment.
- Proven track record of achieving sales targets and cultivating lasting client/member relationships.
- Exceptional interpersonal skills, professionalism, and attention to detail.
- Knowledge of club management software (Jonas or similar) preferred.
- High energy, team-oriented, and a visible presence with a passion for hospitality and community building.

ADDITIONAL PREFERRED SKILLS

- Active participation in local business, tourism, and social networking groups (e.g., MDASF, Chamber of Commerce).
- Experience managing social media campaigns or working with marketing professionals to develop digital strategies.
- Knowledge of Naples-area demographics and feeder markets for affluent, socially active residents.

OTHER DUTIES

Immerse into The Naples Bay Club culture of excellence. He/she becomes familiar with the club's core values and pillars on which the club culture is built.

Advocates for members and staff and are empowered to act as needed to resolve issues. Role model for other team members by always maintaining a positive and professional outlook while maintaining operational standards of excellence.

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SAFETY REQUIREMENTS

Follows all club health and safety standards.

PHYSICAL REQUIREMENTS

<u>Physical Activity</u>	<u>Frequency</u>
Sitting	Constant
Walking	Occasional
Standing	Occasional
Crouching/Bending/Stooping	Occasional
Lifting/Carrying	Occasional – up to 20 lbs.

GROOMING:

Maintains professional business attire and well-groomed appearance.

NOTICE

The club functions seven days a week.

Due to the cyclical nature of the club industry, employees may be required to work varying schedules to reflect the business needs of the club.

Upon employment, all employees are required to fully comply with Sojourn Hospitality rules and regulations for the safe and efficient operation of club facilities. Employees who violate club rules and regulations will be subject to disciplinary action, up to and including termination of employment.

I HAVE READ AND UNDERSTAND THE POSITION DESCRIPTION INFORMATION AND HEREBY STATE THAT I CAN PERFORM THE ESSENTIAL FUNCTIONS OF THE JOB WITH OR WITHOUT REASONABLE ACCOMODATION.

PRINT NAME

SIGNATURE

DATE