

# KOPPLIN KUEBLER & WALLACE

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## **DIRECTOR OF MEMBERSHIP & COMMUNICATIONS PROFILE: COLDSTREAM COUNTRY CLUB CINCINNATI, OH**

### **DIRECTOR OF MEMBERSHIP & COMMUNICATIONS AT COLDSTREAM COUNTRY CLUB**

Coldstream Country Club, one of the finest golf courses in the Midwest, has an extraordinary opportunity to join the organization and serve as the Director of Membership & Communications. This position oversees a high level of quality services focused on the sale and retention of memberships, developing membership and communications strategies, and using systems to track and maintain leads, contacts, and results. The ideal candidate will have excellent communication and organizational skills with the ability to establish and deliver a consistently high-level service culture to the membership. The Director of Membership & Communications is a true ambassador of the Club and will develop and create brand guidelines that align with the Club's mission and core values.

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

### **ABOUT COLDSTREAM COUNTRY CLUB**

Nestled amidst the picturesque landscapes of Cincinnati, Ohio, Coldstream Country Club is a premier destination for those seeking refined leisure and exceptional amenities. This distinguished country club, founded on a tradition of excellence, offers a haven for members to indulge in upscale recreational pursuits and create lasting memories in an idyllic setting.

Founded in 1959 on 190 acres of gently rolling dairy farm, sitting above the Ohio River, Coldstream is a premier private club located in Cincinnati, Ohio. It features a renowned championship golf course, originally designed by Dick Wilson and restored in 2020 by Keith Foster, and the club's founding members masterfully assembled a membership rooted in friendship and camaraderie.

Members enjoy an active social calendar, a renovated tavern, and both casual and semi-formal dining options. The club also offers extensive recreational amenities, including four tennis courts, two pickleball courts, three illuminated platform tennis courts, a professionally staffed aquatics complex with diving, a recreational complex with an outdoor playground and basketball court, and indoor fitness facilities. The club's dedication to excellence extends to all aspects of its operations, making it a sought-after destination for those seeking a premier country club experience in the Cincinnati area.

### **COLDSTREAM COUNTRY CLUB BY THE NUMBERS**

- 420 members
- \$60,000 Initiation fee
- \$12,924 Annual dues
- \$150 Monthly Capital dues
- Gross Volume: \$8.3M
- Annual Dues Volume Approximately: \$4.2M
- Gross Payroll Approximately: \$3.1M
- Food Costs Approximately: 50%
- 24,000 – Rounds of Golf
- 58 FTE Employees
- 12 Board members, each serving three-year terms

- Club POS System is Club Essentials
- Membership Average Age: 69

**COLDSTREAM COUNTRY CLUB WEBSITE:** [www.coldstreamcc.com](http://www.coldstreamcc.com)

## **DIRECTOR OF MEMBERSHIP & COMMUNICATIONS - POSITION OVERVIEW**

The Director of Membership & Communications role reports directly to the General Manager/COO and works collaboratively with him and the Coldstream Team.

The successful candidate will be outgoing, hospitality-oriented, persistent, collaborative, focused, relevant to current trends, and possess a positive 'can do' attitude. The Director of Membership & Communications role will require an exceptionally strong attention to detail, the ability to manage multiple priorities, and work effectively with a cross-functional team. The Director of Membership & Communications 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. General responsibilities include the implementation of various strategies including internal marketing, member engagement, communications, advertising, special event promotions, public relations, media relations, social media implementation, etc. This is a highly visible role that requires frequent interaction with the membership.

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

## **INITIAL PRIORITIES OF THE NEW DIRECTOR OF MEMBERSHIP & COMMUNICATION**

'Hitting the ground running' is a key expectation of the new Director of Membership & Communications. Staying up to date on the latest industry trends in communications and membership, including new technologies, monitoring club and membership trends, and attending professional networking and development events, are all essential to the success of this role, but equally important are the following key points of initial focus and concern:

- Listen, learn, and observe. Become familiar with the club culture, members, and employees.
- Cultivate a pipeline of prospective member leads. Implement necessary follow-up for new member conversions and waitlist engagement and management.
- Streamline and manage all current membership files, requests, upgrades, and any other membership notices/requirements and official mailings. Maintain membership records for all Members. Maintain information for all new Members and resignations and work with the General Manager and Director of Finance to report and initiate proper administration of their accounts/memberships.
- Evaluate current membership categories and member usage and utilization. Partner with the General Manager/COO and Membership Committee to summarize data and make recommendations to the Board.
- Review the existing vetting process with the Membership Committee. Develop, conduct, and oversee the new member orientation program.
- Evaluate 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.
- Develop and implement a comprehensive communications plan that expands the Club's branding guidelines, Club events, and overall communication. Ensure message alignment across all communications channels and platforms.

## CANDIDATE QUALIFICATIONS

- Communications & Membership experience, preferably in the hospitality and/or marketing industry. 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.
- Flexible; some nights, weekends, and Holidays will be required to represent the club and interact with members.
- Proficient in Microsoft Windows, Word, Excel, PowerPoint, Publisher, Club Essentials, website updating, social media, and graphic design skills.
- Knowledge of the game of golf; the ability to play with members is encouraged but not required.

## EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree is preferred with a focus on Hospitality Management, Sales, Marketing, or Communications.
- In lieu of the degree, substantial private club, sales and marketing, communications or hospitality experience will be considered.

## SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package including 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 Director of Membership and Communications Search Committee,** and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Coldstream Country Club and the Cincinnati, OH area will be beneficial to you, your family, your career, and the Club if selected.

**You must apply for this role as soon as possible but no later than Wednesday, August 14, 2024. Candidate selections will occur in late August with first Interviews expected in early September and second interviews a short time later. The new candidate should assume their role in October.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Coldstream”

(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 Alice Stevens: [alice@kkandw.com](mailto:alice@kkandw.com)

## LEAD SEARCH EXECUTIVE

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