



Company: Doylestown Country Club
Job Title: Membership & Communications Director
Department: Administration
Reports To: General Manager
Revised: December 2024

COMPENSATION

Salaried position; starts at \$65k with benefits, including generous time-off policy, limited ability to work remote, goal-driven bonus structure, and a continuing education budget. (Salary is negotiable depending on experience)

SUMMARY

The Membership & Communications Director drives membership growth, retention, and engagement through strategic marketing and communication initiatives. This role ensures Doylestown Country Club's brand, values, and offerings are effectively promoted to current and prospective members, shaping a positive and inclusive member experience.

ESSENTIAL DUTIES AND RESPONSIBILITIES

[GENERAL]

- Attends management and staff meetings.
- Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained.
- Completes other appropriate assignments made by the General Manager.
- Foster positive relationship between the club and surrounding community.

[MEMBERSHIP]

- Maintains the club's database of members' files.
- Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
- Plans and implements strategies to meet club membership goals.
- Processes all requests for changes of active membership.
- Assists prospective members in fulfilling application requirements.
- Conducts tours for prospective members.
- Conducts orientation program for new members.
- Maintains online member directory.
- Processes member resignations; develops and implements strategies to keep membership retention a top priority.
- Conducts annual club survey on membership dues, practices and fees.
- Maintains all waiting lists for club and golf memberships.

[COMMUNICATIONS]

- Promotes club activities using table tents, newsletters, direct mail flyers, notices on club website and other means.
- Coordinates with the Events Manager to update the club's master calendar.
- Maintains a file of the club's history.
- Coordinates all club public relations efforts, including members' newsletters, news and media events, use of social media, and club promotional materials.
- Maintains club's member internal advertising channels, including display televisions, bulletin boards, flyers or posters, and mobile app or text messaging.
- Takes photographs or videos at social events.
- Develops Member communication programs using the Club's website, email, and other communication channels.
- Assists Golf Shop in communications to members various sales and events.
- Ensures the Club's website remains updated with timely relevant content to maintain and improve Member engagement. Recommends enhancements to website capabilities to further these goals.
- Creates and manages social media strategy.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

EDUCATION and/or EXPERIENCE

Bachelor's degree (B.A.) from a four-year college or university; or three to five years private club experience. Strong preference is given to those with experience in sales, networking, and prospecting techniques, but not required. Strong preference is given to those with experience in marketing or communications in any industry, but not required.

SKILLS

- Strong organizational skills required.
- Welcoming and collaborative personality.
- Strong verbal communication and/or public speaking skills.
- Excellent grammar, writing and communication skills
- Strong knowledge of basic computer programs including email systems (Outlook), Word, Excel, and/or Google suite.
- Knowledge of Jonas operating systems is a plus for any applicant, but not required.
- Strong knowledge of social media trends and platforms, including Facebook, Instagram, YouTube, and TikTok.
- Working knowledge of using cameras for photos or videos.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

While performing the essential functions of this job, the employee is usually indoors, in a controlled environment and will experience moderate noise level in the work environment. Tours of the Club facility will require the employee to walk around the Club including traveling up or down stairs. Attendance at events may require additional walking or extended periods of standing. Occasionally the employee may have to lift items weighing up to 20 pounds, such as physical member record file-boxes. Work dates may include some nights, weekends, or holidays. While some remote work opportunities will be made available at the approval of the General Manager, generally this position requires working on-site at the physical building of Doylestown Country Club.

Please submit all resume and cover letters to Jordan Meserole at jmeserole@doylestowncc.com