



THE WESTMOOR CLUB  
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## MEMBERSHIP SERVICES DIRECTOR

The Westmoor Club, a private and exclusive club situated on 12 acres of meadows, gardens, exceptionally designed and maintained facilities, is seeking an experienced Membership Services Director to join our management team. The most suitable individual selected for this role will have minimally 5 years hospitality experience in a management capacity, preferably in a private club environment.

**This position is a year-round, salaried position offering full benefits and, for the right candidate, the flexibility of working remotely from off-island during the off season (3 – 4 months per year). We are seeking someone to begin immediately so together we can plan for the season ahead.**

Interested candidates should contact either John J. Cowden, Jr., General Manager, at [John.Cowden@thewestmoorclub.com](mailto:John.Cowden@thewestmoorclub.com) or Richard J. Belair, Director of Human Resources, at [Richard.Belair@thewestmoorclub.com](mailto:Richard.Belair@thewestmoorclub.com).

**Primary Purpose of Job:** The Membership Services Director serves the dual role of coordinating all membership services to ensure that members, their families and guests receive the best membership service one can provide as well as assist in the delivery and execution of all club events. This position will require a presence on island minimally from approximately April 1<sup>st</sup> to December 15<sup>th</sup> subject to change based upon events and/or functions taking place. Additionally, during the off-season, clear specific expectations will be mutually set and agreed upon prior to leaving island.

### Membership:

#### **Responsible for the Marketing and Sales of the Membership Program:**

- Actively recruits and introduces new members to the Club.
- Engage in an outbound sales effort to develop a sustainable source of prospective members by identifying and recruiting high quality and qualified membership candidates,
- Serve as Ambassador of The Club to welcome members, prospects and guests at club and industry events, community affairs, and serving as a participating member of the community.
- Generate sufficient prospect inventory to support sales plans by acquiring referrals from existing members and via external marketing campaigns.
- Tours prospective members and annual trial members; host open house events, processes all applications for membership, remains engaged through the enrollment process and communicate pertinent information.
- Track progress and compare with established goals contained in the TWC Business Plan.
- Maintain CRM and homebuyers prospect database.

#### **Manages and oversees the orientation of new, and conversion process of Trial Members:**

- Processes all requests for and transfers of membership, processes member resignations, develops reports and undertakes special projects if membership retention problems arise.



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- Facilitates orientation for new members through tours, events and our Ambassador program.
- Monitor usage spending habits and communicates daily with trials.
- Handles member and guest routine comments in a professional manner according to established policies. Refer any significant issues to the General Manager. Respond to member comments in accordance with club standards, policies and rules. Uses ideas, feedback and suggestions to continuously improve the services provided to members.
- Works closely with department heads to cultivate and foster a membership recruitment culture across all club operating departments.
- Coordinates exit interviews for Trial Members.

**Other Membership responsibilities:**

- Maintains the Club's database of members' files and keeps updated with photographs, changes of addresses, personal information, etc.
- Creation of graphs, presentations, reporting, brochures, mailings, and marketing collateral.
- Tracks the success and overall performance of all membership activities.
- Implements systems to learn more about the Club's membership – create membership surveys to research our members.
- Maintains a file of Club history information.
- Survey's other clubs for information useful in benchmarking club membership policies.