

JOB OPENING TITLE:
Director of Membership and Loyalty

CLUB CITY/STATE:
Mattapoisett, Ma

CLUB NAME:
Bay Club at Mattapoisett (The Bay Club)
www.bayclubmatt.com

REPORTS TO:
General Manager

The Role

Looking for an individual that understands the importance of building a community, maintaining brand standards, and thrives in a collaborative space. The Director of Membership and Loyalty is the face of the Club and is responsible for sourcing and engaging new Members. This individual will help grow the member base of The Bay Club Mattapoisett through outreach, community involvement, partnerships, and creative programming. They will also cultivate relationships with existing Members to maximize the member experience. In addition, they embed themselves in the Bay Club community with Members and their guests to demonstrate pride in belonging, acting as a true brand ambassador. The right individual will be passionate about bringing people together and creating the ultimate member experience.

Day to Day

- Responsible for engaging and increasing new Members in the Club
- Create and execute member growth and retention plan
- Develop Member engagement score and mechanisms to assess member value proposition
- Develops membership marketing plans, public relations programs, and strategies. The Director works closely with the General Manager, the Membership Committee, and the Board of Directors regarding implementing such plans and budget requirements.
- Represent the Club in community activities and organizations to provide awareness of the Club and to develop sources for prospective Club Members
- Ensures the new member onboarding process is engaging, welcoming, and represents club culture.
- Maintain prospect database following standards utilizing the CRM system functionality to stay organized, generate reports, etc.
- Collaborate with the General manager to develop programs and social media campaigns to create brand awareness and recognition, and generate quality leads through strategy and pricing
- The Director ensures prompt and regular communication with all members regarding membership matters and club activities.
- Plans and oversees all social sales activities such as promotional receptions, new member parties, and orientation sessions.
- Administrative processing of membership onboarding and off-boarding
- Establishes and maintains working rapport with the General Manager, and the Board of Directors.

About You

- Five years of marketing management experience in Country Club or Hospitality industry
- Bachelor's degree preferred
- Membership sales experience with a proven track record of membership growth.
- A passion for providing high-quality Member experience, high-energy and outgoing personality
- Outstanding written and interpersonal communication skills required
- Strong social media literacy (IG, FB, etc.) and solid technical understanding, including Microsoft Office Suite and CRM experience.
- Ability to foster relationships with Members, Employees, and other community leaders
- Creativity, attention to detail, and strong organizational skills

About US

Established in 2004, the Bay Club at Mattapoisett is a private Member owned residential golf community located on the South Coast of Massachusetts that prides itself on its distinctive family atmosphere, and vibrant and active membership. It is an ideal community for young families, mid-career, and retirees alike; the excellent school system makes it a great place to raise a family. A true residential club, its membership is made up of both campus homeowners and homeowners in surrounding communities. It retains a small town feel yet is conveniently located near Cape Cod, Nantucket and Martha's Vineyard and is an hour from Boston and 45 minutes from Providence. It is the only club within 30 miles that provides a full-service country club experience. The location speaks for itself once it is experienced.

The Club encompasses 625 acres (with 300 acres of adjacent conservation land) of which the country club and golf course occupy 200 acres. The Bay Club offers one of the area's finest country club and golf experiences; the parkland design provides the low handicap golfer a true test of the game while also providing an excellent range of course layouts for both competition and the recreational golfer. PGA Tour Professional Brad Faxon designed the Club's Par 71 Championship golf course in conjunction with golf course architect Brad Booth. In addition, the Bay Club is the one of two Certified Silver Audubon Signature Sanctuary in Massachusetts, with 88% of the original forest still preserved. We offer a variety of experiences, from enjoying the benefits and beauty highlighted by our Audubon silver sanctuary design to our Champion golf course, tennis and paddle facility, Olympic size pool, outstanding sports and fitness complex and unparalleled fine dining.

The Bay Club is an Equal Employment Opportunity Employer

This job post is intended to describe the general requirements for the position. It is not a complete statement of duties, responsibilities, or requirements. Other duties not listed here may be assigned as necessary to ensure the proper operation of the Club. We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.

JOB VALUE/COMPENSATION:

This position is a salaried full time, year-round position. Benefits include, health, 401(k) plan after first year, year-end bonus, cell phone reimbursement, paid vacation (paid time off) and professional development allowance. Salary commensurate on experience, range \$70,000 - \$90,000. Position also includes market competitive sales commissions for recruiting and onboarding new members. Relocation allowance negotiable.

DEADLINE:

Deadline for Applications: January 31, 2023, or until position filled
Position start date planned for March 1, 2023, negotiable

SEND RESUME AND COVER LETTER TO:

Greg Yeomans, General Manager
Bay Club at Mattapoisett
PO Box 1406
Mattapoisett, MA 02739
gyeomans@bayclubmatt.com