



Membership & Marketing Director Position

Royal Oaks Country Club located in Vancouver, Washington is conducting a search for an energetic, personable and organized individual with a passion for golf to sell memberships, market our highly rated golf course and manage the Club's internal communications. This individual must be able to promote membership sales through outbound sales efforts, networking and cultivating member referrals. Candidates must be well-polished, enthusiastic and demonstrate success in developing and executing a strategic membership sales and marketing plan.

This position requires a self-starter with outside sales and marketing experience, preferably in the private club, hospitality or golf industry with a track record of membership recruitment.

Essential Functions Include; implement programs, projects and activities designed to increase and retain membership. Represent the club in an effort to build relationships with numerous external constituencies. Candidates must be willing and able to work a varied schedule that may include early mornings, nights, weekends and holidays.

Membership Recruitment & Retention

- Respond to and follow up sales inquiries by all forms of communication
- Determine markets for qualified individuals and maintains perpetual member invitee roster
- Recommend membership classifications to ensure the needs of ever-changing markets are met
- Develop and Maintain membership materials and packets
- Tour prospective members and facilitate complimentary round of golf
- Organizes new member interview, applicant posting, orientation and new member integration program

Marketing & Communications

- Manage the Club's communication strategy including but not limited to email campaigns, member texting, website, mobile app and on site signage
- Develop and Maintain marketing materials
- Internal and external market research and campaigns
- Produce annual golf calendar and quarterly newsletter
- Enhance current content on external and internal website
- Continually update club photos and collateral

- Maintain and update all social media

Management

- Maintain a working knowledge of bylaws, rules and policies
- Attend membership committee meetings, develop the agenda and minutes, work closely with the committee chair and General Manager to develop membership and marketing goals
- Grow and enhance the Member Ambassador Program to assist in the engagement of prospects and new members
- Attend weekly staff meetings
- Assist with all internal tournaments
- Recruit and promote the ROCC Scholarship Program

Preferred Qualifications

- Proficiency with Microsoft Office and Club Management software (Northstar and ForeTees preferred)
- PCMA or CMAA member

Compensation and Benefits

- Competitive base salary
- 5% Commission on sales
- Fully paid medical, dental and vision insurance
- Matching 401k after one year

Please email resume and golf experience to:

Marcia LaFond at marcia@royaloaks.net