



OVERLAKE GOLF & COUNTRY CLUB MEMBERSHIP MANAGER POSITION PROFILE

Overlake Golf & Country Club was originally established in 1927 on this beautiful site in the hidden neighborhood of Medina, Washington. It has evolved over the years into a family country club with modern values and has become a place where the members gather to enjoy dining, social activities, golf, tennis and aquatics with family, friends and business associates. We are known as *the* premier family club in the Pacific Northwest and we take great pride in our unrivaled hospitality, our commitment to environmental stewardship, and in developing our staff.

Success in this role starts with an outgoing personality and warm sense of humor, flexibility, excellent written and verbal communications skills, a commitment to continuous improvement, an attitude of “it’s all about the Members,” and well-developed senses of anticipating needs and fanatical attention to detail.

Pay Structure and Benefits

The pay range for this position is dependent upon experience and qualifications and is evaluated periodically to be commensurate with market conditions. The benefits for this position include:

- Performance bonus of up to 5% of salary based upon mutually agreed upon standards
- Health insurance premium paid (medical, dental, vision) minus the existing employee contribution (currently \$110.00/month) per Club policy. Should the Club change its insurance plan, you will enjoy the same benefits and program as all full-time regular employees.
- Offer of participation in the Club’s matching 401(k) plan when you become eligible
- \$100/month cell phone allowance
- \$1,000/year education allowance toward continuing education pertinent to membership or communications related topics
- Vacation, holidays and other paid time off per the Employee Handbook
- Personal and family use of the Club as appropriate

PERSONAL TRAITS

In addition to the success traits mentioned previously, the successful Membership Manager will be known as a cultural leader, enthusiastic, gregarious, poised, adept at etiquette, gracious, discreet, flexible, artful, creative, energetic, patient, highly communicative, organized, genuine, honest, forward thinking, proactive, detail-oriented, hardworking, excellent at follow-through, will have a consistently level and pleasant demeanor, and will be hard-wired for service and the warm hospitality embrace.

EXPERIENCE, KNOWLEDGE, SKILLS, ABILITIES, EDUCATION AND TRAINING REQUIREMENTS

To be successful in the position of Membership Manager, the following experience, education, knowledge, skills, abilities, education and training—or their equivalents—are required:

- Business, marketing, or communications degree is desired, but not required
- Familiarity or experience with private club culture, practices and environment
- Experience or knowledge of high-end sales
- Excellent written, proofing and verbal communications skills
- Ability to effectively use the Office 365 products
- Ability to work well under pressure and think on your feet
- Ability to succeed in a dynamic and fast-paced environment
- Ability to communicate professionally and courteously verbally and in writing
- Ability to put stressed members and co-workers at ease
- Ability to problem solve on the spot and take ownership for problem resolution
- Ability to maintain confidentiality and privacy in all dealings
- Excellent customer service skills

ESSENTIAL DUTIES, TASKS AND RESPONSIBILITIES

At Overlake Golf & Country Club, ALL employees share the same core duties, tasks, and responsibilities and are embodied in our Service Standards [see attached]. This position constantly evolves, and these duties, tasks and responsibilities may be adjusted from time to time according to business needs and your growing capabilities. The Club will notify you of any changes to these duties, tasks and responsibilities and seek your input.

In addition to the customary roles in membership and communications, it is important to realize that this position is integral to the club's recruitment and retention efforts. Our "invitation only" system is predicated on members joining our club and receiving experiences beyond their expectations.

The Membership Manager:

Membership Process

- Maintains the Club's Membership database.
- Develops and ensures that established procedures for prospective Members are consistently followed.
- Surveys other clubs for information useful in setting and revising Club Membership policies.
- Follows-up promptly on leads.
- Assists prospective Members in the Membership process.
- Develops and conducts an effective prospective Member "tour" of all Club facilities.
- Informs all department heads of scheduled Club tours with prospective Members.
- Facilitates prospective Member background checks.
- Contacts existing Clubs of prospective Members to complete character references.
- Corresponds with prospective Member Sponsors and collects Sponsor Recommendation Forms.
- Communicates timely and regularly throughout the Membership process and tracks and files all prospective Member documents in addition to Sponsor Recommendation Forms, including Membership Nominee Profiles, bios, photos, and other pertinent information.
- Matches prospective Golf Members with current Members for Golf Evaluations.
- Evaluates and files Golf Evaluation forms.
- Coordinates Membership interviews with Membership Committee Members.

- Assembles and supplies interview kits for Membership Committee Members.
- Maintains a profile of information on all potential new Members.
- Creates materials that are sent to the Membership including e-mail blasts with Prospective Members for review, monthly Membership updates and reminders, and Membership pieces for the Club Newsletter.
- Prepares presentation of Prospective New Members to the Membership Committee for review.
- Establishes and maintains a close working relationship with the Membership Committee Chair.
- Reports approved new Members to the Controller to initiate proper administration of their Memberships; ensures that documents are completely and properly filled out, that initiation fees are collected, and that new Members understand the privileges and costs of becoming a Member.
- Conducts orientation program for new Members.
- Assists Members as needed, updates Membership profiles, and answers Membership questions.
- Organizes production of New Member welcome gifts.
- Processes all requests for transfers of Membership.
- Processes Member resignations.
- Promotes Club activities when interacting with Members.
- Creates Membership Reports.
- Tracks the success and overall performance of all Membership activities.
- Leads Membership retention programs.
- Assesses the need for and makes recommendations regarding Membership classifications.
- Serves on applicable Club committees to ensure Members' interests are consistently addressed.
- Provides notices and agenda for designated Committees and generates minutes for the Club's Membership Committee.
- Supports overall governance administration as needed.
- Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained.
- Plans and develops their training programs and professional development opportunities.
- Assists in the planning and execution of Member Activities & Events.
- Is present during Club operating hours and events to assist in meeting and greeting members and guests.
- Completes other appropriate assignments made by the General Manager/COO.

To apply for the position of our club's Membership Manager, please submit your resume and cover letter to HR Director, Amanda Noel-Vroman at anoel@overlakegcc.com.

Company Core Values

Evolving, welcoming, enriching, healthy, and fun!

EEO Statement

Overlake Golf and Country Club is an Equal Employment Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, gender identity, disability status, veteran status, or any other characteristic protected by law.

Keywords: Marketing, Membership, Coordinator, Members, Relationship