

## MEMBERSHIP DIRECTOR | POSITION PROFILE

### NEW HAVEN LAWN CLUB

NEW HAVEN, CT

#### About the job

The right candidate will work collaboratively with the Club's leadership team and Board of Governors to establish key goals for membership. Reinforce the New Haven Lawn Club brand and improve member satisfaction and retention. In this hands-on role with diverse job responsibilities, the chosen candidate will oversee ongoing communications (print, digital and social media), provide strategic recommendations for new events & programs; and shape a forward-looking and strategic member relations program.



The New Haven Lawn Club ([nhlawnclub.com](http://nhlawnclub.com)) is a private athletic city club nestled in the downtown area of New Haven, Connecticut. Complete with 8 tennis courts, 4 squash courts, 2 platform tennis courts, fitness center & pool deck (2 pools & playground). For over 125 years the Club has been a center for social and recreational activity for families, couples, and individual members who live and work in the area. Our responsibility is to continue to adapt with our diverse membership, while continuing to uphold our tradition of excellence. This property is also the home of the award-winning catering facility, Lawn Club Fine Catering Inc. ([lawnclubfinecatering.com](http://lawnclubfinecatering.com))

The Director of Membership will be accountable for, but not limited to, the following key responsibilities:

#### Membership

- Develop and lead with the Club's General Manager a strategic membership program, designed to increase membership sales through high quality engagement with leads and prospects.
- Maintain the Club's database (Northstar).
- Facilitate property tours and Club information in effort to sell the merits of the Club's facilities to prospects.
- Maintain a high profile and strong brand with future and existing members of a diverse membership community.
- Retain members through a sense of community, as well as ever changing member offering, programs, activities, and events.
- Create and deliver a personalized member experience to build positive relationships.
- Lead new member marketing initiatives
- Distribute new member surveys and analyze findings to implement processes and improvements.
- Develop and implement advertising and promotional campaigns to generate new member enrollment.
- Foster a Club experience that creates community, connections, and engagement between/among members and staff.
- Assures quality of member experience and is lead contact for member issues.

- Oversees membership staff of weekly babysitters and event program staff.

### **Event and Programs**

- Create, coordinate, and implement all events, programs, and activities for members of a diverse community. (Holiday Events, Comedy Shows, Poker Nights, Book Club, Dive - in Movies, Wine Dinners ect).
- Manage staffing during all events and programs, including delegation of responsibilities.
- Market all events by sending out newsletters (print & digital), invitations, and promotional mailers.

### **Software/Club Communication**

- Oversee communications in all content development and distribution, including website/mobile app, print materials, text messaging, and social media
- Content creator for all Club communication, including the website/mobile app and social media platforms.
- Work within the Club and Catering software systems (Northstar) for scheduling events, updating the membership database, and billing.

### **Qualifications**

- 3-5 years' experience in marketing, sales & communications.
- History of planning & executing events/programs of all sizes.
- Private club experience helpful.
- Knowledge of Northstar software helpful.
- Experience in customer service/membership engagement, with a focus on successful initiatives to improve member experience.
- Ability to provide strategic direction and oversight to a small, talented team with direct responsibility for content, events, and member engagement
- Must be available to work evenings, some holidays, and weekends.

### **Compensation:**

Salary commensurate with experience \$50,000-55,000

401K (Match), CMAA Stipend, All Benefits

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