



## **The Tuxedo Club**

### **Membership and Marketing Director**

#### **Job Details**

The individual selected for this role will thrive in a hospitality environment and be highly focused on providing superior service to both current members and all prospective members of the Club. The private, member-owned club, which opened in 1886 just an hour from Manhattan, is a full service country club featuring golf, multiple racquet venues and surfaces, boating, pool, fitness and dining. The club is within the Tuxedo Park community that is among Orange County's finest with many homes and situated directly on Tuxedo Lake. Membership is currently just over 500 members in all categories.

The Membership Director at The Tuxedo Club is integral to the first impression of how the Club operates and treats its members on a daily basis.

The individual selected for this role will have a Bachelor's Degree in Marketing, Communications or Hospitality Management and/or at least 3 years of Membership Sales in a private club environment. The ability to communicate effectively, verbally and written, is a requirement for this highly interactive and engaging position. The individual selected must be highly computer savvy with Jonas software experience preferred. The use and comfort of technology in this position is paramount to its success. Private Club experience is also highly preferred.

**Reports to:** General Manager

**Works in conjunction with:** Membership Committee Chair(s), Controller, Golf Professional and Food and Beverage Management; supervises daily activities of the Communication Coordinator and processes for internal and external club communications

#### **Roles & Responsibilities:**

- With club leadership, develops and leads a strategic membership development program designed to increase total membership count and membership dues revenue.
- Required to attend monthly Membership Committee meetings
- Assists in the development and implementation of advertising and promotional campaigns designed to generate membership sales.
- Develops and ensures proper maintenance of an accurate contact management system including call records, database and activity management.
- Timely return and follow up on all Membership inquiries
- Maintain robust pipeline
- Maintains membership records on all members
- Prepares monthly membership reports Develops orientation and on-boarding programs.
- Assures that effective orientation and on-boarding is held with all new club members.
- Assists in coordination of all club events to include invitations, mailings, and other publicity.

- Maintain and develop strong relationships with current members to encourage participation in club events and maintain a high level of member satisfaction.
- Effectively communicates with management staff and associates to increase knowledge of membership goals, membership satisfaction, membership retention, and membership activities.
- Networks with community partners including, but not limited to: Chamber of Commerce, local tourism councils, exchange clubs, local corporate executives, business leaders, and media contacts.
- Acts as primary salesperson for 10-13 annual outside golf outings
- Provides follow-up on all new Outing inquiries
- Works with existing outings to maximize attendance and increase revenue opportunities through food and beverage sales and golfer attendance
- Collaborates with Executive Chef, Events Director and Clubhouse Manager to offer day of services and interface with client/key contact for the outings
- Produces Post event billing and succeeding year contracts for all outside golf events
- Supervises Communication Coordinator and implementation of the club's annual communication plan
- Manages department members that may include, but is not limited to: Communication Coordinator.
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**Candidate Qualifications:**

- A dedicated professional looking to present themselves in a first class operation and make that operation a reflection of their efforts.
- An open and approachable personality with great verbal and written communication skills.
- Ability to work closely and effectively with club management
- Understanding of time limitations/restrictions related to various tasks and projects
- Strong organizational, analytical, and detail orientation skills
- Proficient with Microsoft Office tools and Jonas club software
- Bachelor's Degree in marketing, Communications or Hospitality Management preferred but not required.
- This position requires a flexible schedule to include weekend appointments as needed and visibility at several large, annual member events

To apply please send resume and cover letter to:

Randy St. John CCM, CCE

General Manager/COO

[rstjohn@thetuxedoclub.org](mailto:rstjohn@thetuxedoclub.org)