

## Membership and Marketing Manager

**Reports to:** General Manager

**Job Knowledge, Core Competencies and Expectations**

* Marketing and promotions.
* Excellent computer skills.
* Excellent written and verbal communication skills.
* Strong interpersonal and organizational skills.
* Polished, professional appearance and presentation.
* Manage stress and time.
* Effective communication through all department levels and throughout club.
* Knowledge of and ability to perform required role during emergency situations.

**Job Summary** (Essential Functions)

**Job Tasks/Duties**

* Plan and implement strategies to meet Club membership and marketing goals.
* Process new Club memberships and all required compliant documentation for submission to Board and/or Membership Committee for approval.
* Conduct tours for prospective members.
* Develop prospective member functions.
* Responsible for all current membership files, requests, upgrades, listings, and any other membership notices/requirements.
* Process member adjustments and resignations.
* Follows-up on marketing efforts and member referrals.
* Maintain and analyze member and marketing data.
* Create Membership and Marketing reports on a regular basis.
* Effectively respond to member comments in accordance with Club standards.
* Develop and provide ideas, feedback, and suggestions to continuously improve the services provided to members.
* Develop, monitor, and adhere to a membership and marketing budget.
* Promote Club activities.
* Track the success and overall performance of all membership and marketing activities.
* Maintain response, attendance, and follow-up lists for all membership and marketing events.
* Attend and Support Membership Committee as required.
* Work collaboratively with Club Board, Membership Committee and members.
* Maintains Club website
* Responsible for all member communications including monthly newsletter and regular emails.
* Completes other appropriate assignments from the General Manager.

**Education**

* Degree in Marketing or related area of study highly desirable

**Candidates may email their Cover Letter and Resume to Mark Bechtel, General Manager at** [**mbechtel@maketewah.com**](mailto:mbechtel@maketewah.com)**.**