



RCS Hospitality Group
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6412 Brandon Ave. #339 Springfield, VA 22150
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Position Available:
MEMBERSHIP & COMMUNICATIONS DIRECTOR
Columbia Country Club
Chevy Chase, MD

Columbia Country Club, located in Chevy Chase, Maryland is seeking an experienced hospitality and club membership and communications professional to join their team as its new Membership & Communications Director.

POSITION OVERVIEW

The Membership & Communications Director is a highly visible position that requires an energetic and engaging team member. The Director serves as a “Club Ambassador” both internally to the membership, Board, and staff of Columbia Country Club as well as externally to visiting guests and prospective members.

The Office of Membership and Communications, which also includes a Membership Coordinator and Graphic Designer, functions as the “communications hub” at the Club, informing the membership and staff of all programs and activities in a consistent and timely manner, using e-mail, print, the Club website, and mobile applications. In addition, the office handles requests for information related to new membership applications and is responsible for appropriate responsive follow-up.

The Membership and Communications Director needs to be a creative service-oriented team member committed to delivering the best possible member experience while continually creating new internal marketing programs that respond to market trends and campaigns to attract and retain members.

The successful candidate will need to be skilled at representing the Club’s brand to prospective members, and creating reports and metrics on member usage and trends from the Club’s operating system. This will include interfacing with the Membership Committee Chair, managing the membership application process, onboarding new members, and ensuring the Club management team is continually aware of membership preferences and feedback.

Further, the Director emulates the essence of the Club’s mission and values, adhering to the policies and protocols of the Club’s governance documents, and promoting a management philosophy that culminates in member satisfaction, service, and personalized attention.

JOB SUMMARY: ESSENTIAL FUNCTIONS

- Maintains the Club’s database of membership files.
- Develops and ensures that established procedures for processing prospective member applications are consistently followed.
- Processes all requests for and transfers of membership.
- Assists prospective members in fulfilling application requirements.
- Conducts tours for prospective members.
- Conducts orientation program for new members.
- Organizes prospective member functions.
- Effectively responds to member comments in accordance with Club standards, policies, and rules; uses ideas, feedback, and suggestions to continuously improve the services provided to members.
- Provides notices and agenda for and invites and maintains minutes of the Club’s membership committee.



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- Works with the food and beverage department as needed to coordinate special member events.
- Surveys other clubs for information useful in setting and revising Club membership policies and/or pricing structure.
- Responsible for all correspondence to members regarding rules infractions as directed by the Board and Executive Committee.
- Oversees the administration of all membership rules and regulations to ensure consistency in interpretation and application; updates Club rules and regulations and keeps members informed of changes.
- Maintains waiting lists for all incoming prospective memberships.
- Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met.
- Serves on applicable Club committees to ensure members' interests are consistently addressed.
- Provides notices and communications for the Annual Meeting of the Membership.
- Oversee, produce, and deploy on-brand Club communications and content across print, digital, web, and social platforms that are personalized/customized, timely, and effective with calls to action that drive engagement and club usage.
- Foster a culture of meticulous data gathering among the department heads to capture members' interests, preferences, and behaviors to understand usage and apply to database segmentation to create more customized and personalized communications.
- Coordinates all member newsletters, club promotional materials, and social media activity.
- Establishes, coordinates, and creates print materials for all aspects of the club, including new member and prospective member promotional pieces, menus, athletic tournaments, and in-house signage.
- Attends management and employee meetings 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.
- Recruits, trains, supervises, schedules and evaluates subordinates according to established Club procedures.
- Responsible for maintaining the confidentiality of all member information.
- Completes other appropriate assignments made by the General Manager.

CRITICAL SUCCESS FACTORS

- Effectively manage his/her transition into the Club's director role. Be fully embraced by the membership, leadership team, and the entire staff. Be known as a Club leader who seeks to build relationships by being visible, accessible, and engaged, and who will act as a steward of the traditions and a "culture carrier" for Columbia's culture.
- Well-organized with a strong ability to set priorities and delegate effectively with appropriate follow-up and oversight. Proactive with the ability to anticipate and resolve potential issues.
- Foster a collegial working relationship among employees on both the management and staff levels, ensuring a culture of teamwork, solution-based thinking, achievement, and excellence.
- Encourage continuing education and professional development of staff.

ESSENTIAL QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.



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- Bachelor's degree in Business Administration, Hospitality or Resort Management, Communications, Public Relations, or related field, or a minimum of five (5) years of related experience and/or training; or equivalent combination of education and experience.
- Website content management experience required.
- Demonstrate outstanding verbal, written, and networking communication skills.
- Proven writing, editing, and proofreading skills.
- Ability to maintain confidentiality, professionalism, composure, and discretion.
- Strong organizational skills, excellent attention to detail, and the ability to multi-task with minimal supervision.
- Demonstrates transferable skills such as problem-solving, teamwork, Member service, and effective communication.
- Proficient in Microsoft Word, Excel, PowerPoint, and Outlook. Clubessential and Jonas software knowledge is preferred, but not required.
- Experience with computer graphics software, including In-Design, Illustrator, Adobe Acrobat, and other related software applications.

REPORTS TO

General Manager

DIRECT REPORTS

Membership Coordinator and Graphic Designer

COMPENSATION & BENEFITS

Salary is open and commensurate with qualifications and experience. The Club, along with the typical CMAA, and PCMA benefits, offers a generous benefits package.

CLUB OVERVIEW

Established in 1898, Columbia Country Club is a private, member-owned club, formerly known as Columbia Golf Club. The Columbia Golf Club was organized by nine men with a mission to promote "educational, literary and scientific purposes; social activities and mutual improvements; and to support athletic exercise, outdoor sport, and amusement." The Columbia Golf Club was disbanded following the last round of golf on December 31, 1910.

The opening of the new Columbia Country Club occurred on January 1, 1911. The Connecticut Avenue site had been purchased in 1909 from the Chevy Chase Land Company. The certificate of incorporation is dated August 25, 1909. The clubhouse was designed by Club member Frederick B. Pyle. The golf course is widely recognized as a Walter Travis design. Herbert Barker and Columbia Founding Member Dr. Walter S. Harban, both close associates of Travis, are often noted as the official designers. The Club has hosted three national golf championships - the 1921 United States Open, the 2003 United States Junior Amateur Championship, and the 2021 United States Girls' Junior Championship.

Since its inception, Columbia Country Club has grown and offers a full range of athletic, social, and recreational facilities. These include indoor and outdoor tennis courts, indoor and outdoor pools, a state-of-the-art fitness center, a six-lane duckpin bowling center, platform tennis courts, pickleball courts, a child-minding center, and more. Additionally, the Club maintains multiple restaurants, providing a variety of dining experiences for its members and their guests, and allowing members to host personalized private functions. In the end, the essence of Columbia is not defined by the dining rooms or the athletic facilities, but by the tradition, excellence, and camaraderie of the membership and the close relationship that exists between the membership and staff that have become known as the Spirit of Columbia.



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In January 2023, the Club launched a \$15 million project to renovate 70% of the Clubhouse's lower level including a new expanded kitchen, renovated Terrace Dining Room, Women's Locker Room, and Men's Tennis Locker Room. The project is scheduled to be completed in 2024.

CLUB DETAILS

- 1590 Total Memberships
- 82 on Membership Waitlist
- \$102,000 Member Initiation Fee
- \$20M Total Gross Revenues
- \$9.4M Annual Dues Revenue
- \$4M Food Revenue; \$1.6M Beverage Revenue
- 2023 F&B revenue is budgeted at \$6.3M
- 292 Employees in-Season/207 Employees Year-Round
- Amenities include a 90,000 sq. ft. Main Clubhouse, 18-Hole Walter Travis designed Golf Course, 11 Har-Tru Clay Tennis Courts, Indoor Tennis - 3 Hard Courts (winter), Four Paddle Tennis Courts, Fitness Center, Two Outdoor Swimming Pools, One indoor/outdoor lap pool, Pickle Courts - 2 permanent and 2 seasonal (summer), 6 Duckpin Bowling lanes
- 15 Board members
- 14 Standing Committees
- Website: <https://www.columbiacc.org/>

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