

# Director of Member Experience, Membership & Communications

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## Position Overview

The Director of Member Experience, Membership & Communications plays a central role in shaping the culture, community, and communication of the club. This position focuses on cultivating meaningful member relationships, growing membership thoughtfully, and ensuring that the club's story, traditions, and experiences are communicated with warmth, clarity, and pride.

Working closely with the General Manager, Board of Directors, and Membership Committee, this leader helps ensure that every touchpoint with members—from communications to events to the membership process—reflects the club's values and commitment to exceptional service.

## Primary Responsibilities

### Membership Development & Growth

- Serve as the primary ambassador for prospective members and guide them through the membership process.
- Coordinate membership inquiries, tours, and introductions to club life.
- Partner with the Membership Committee to cultivate prospective members and support sponsorship pathways.
- Manage application workflow, nomination procedures, and membership approvals in accordance with club bylaws.
- Develop strategies to strengthen the club's membership pipeline and long-term vitality.

### Member Engagement & Experience

- Foster a welcoming and inclusive club culture where members feel connected and engaged.
- Lead new member orientation programs and ensure thoughtful onboarding experiences.
- Collaborate with departments to highlight programming, traditions, and social experiences that bring members together.
- Actively interact with members throughout the club to build relationships and understand member interests.

### Communications & Storytelling

- Oversee all club communications including newsletters, email announcements, event promotions, and special messages.
- Maintain a consistent club voice that reflects the traditions, warmth, and professionalism of the organization.
- Coordinate a communications calendar across departments to ensure members receive clear and organized information.
- Support leadership communications from the General Manager and Board of Directors.

### Marketing & Brand Stewardship

- Manage the club's marketing initiatives to showcase club life, events, dining, golf, racquets, and family experiences.
- Ensure visual and brand consistency across all digital and printed materials.
- Create compelling promotional materials that celebrate the club community.
- Coordinate photography, storytelling, and visual content that highlights the spirit of the club.

## **Digital Platforms & Member Technology**

- Maintain the club website and member portal to ensure accurate and timely information.
- Support digital communications platforms and tools that enhance member engagement.
- Ensure member directories and profile information are maintained accurately.

## **Qualifications**

- Bachelor's degree in communications, hospitality management, marketing, or related field preferred.
- Experience in private clubs, hospitality, luxury service, or relationship-based organizations preferred.
- Exceptional interpersonal skills and a genuine passion for hospitality.
- Strong written communication skills with attention to tone and detail.
- Highly organized with the ability to manage multiple projects simultaneously.
- Creative mindset with an appreciation for storytelling and presentation.

## **Personal Attributes**

The ideal candidate is someone who thrives on building relationships, enjoys being present in the club community, and takes pride in helping create memorable experiences for members and their families. They bring creativity, professionalism, and enthusiasm to the role while serving as a thoughtful steward of the club's traditions and culture.

## **Reporting Structure**

This position reports directly to the General Manager and works closely with the Membership Committee, department heads, and the administrative leadership team.

## **Resumes**

Please send to: [marketingresume@yahoo.com](mailto:marketingresume@yahoo.com)