

**Position Title: Director of Events and Member Engagement****Reports To: COO**

Laurel Valley Golf Club

Ligonier, PA 15658

[www.lvgc1959.com](http://www.lvgc1959.com)

**CLUB AND POSITION OVERVIEW**

For decades, Laurel Valley Golf Club has been at the pinnacle of exclusivity and challenge for its membership and guests. Laurel Valley Golf Club is situated in Ligonier, amongst the beauty of the Laurel Highlands in Western Pennsylvania. Laurel Valley Golf Club was established to meet the needs of the city of Pittsburgh. Before the club's inception, the town was home to a massive industrial powerhouse, with Pittsburgh leading the charge in producing iron, steel, glass, and coal.

Businessmen at the apex of their fields recognized that business could be conducted away from the office in a relaxing context at the highest levels of corporate America. They aimed to create a golf club where business could be conducted and serve as a respite from the city's hustle and bustle.

Upon selecting the site for the course, architect Dick Wilson surveyed the land obtained from the Mellon family. He stated that the location was "the most natural, beautiful site I have ever seen for a golf course." While membership had been growing, it was Legendary Golfer Arnold Palmer who would advance the club's fortunes to the highest level of sport. Laurel Valley would gain fame by hosting the 1965 PGA Championship, marking the beginning of historic events that would put Laurel Valley on everyone's radar.

The Club seeks to hire a Director of Events and Member Engagement to facilitate and coordinate events, manage the club's website and communications, oversee membership engagement, and serve as an ambassador for the club. The individual currently in this role has been a great ambassador for the Club for over 33 years and will retire at the end of the golf season this fall. The Director of Events and Member Engagement is at the executive level and reports directly to the COO. As an executive on our executive management team, professional gravitas and strong leadership skills are required. The position requires attention to detail and strong time management.

Laurel Valley Golf Club is a growing hospitality operation, and the member and guest experience are of paramount importance. Understanding the hospitality industry is essential for an executive, and expertise in this field is required, with a preference for experience in the private club industry.

Laurel Valley Golf Club is a seasonal club with a golf season from the first weekend of May until mid-October. While the operation closes and many seasonal employees leave during the off-season, a year-round team performs required duties and off-season projects, and executives develop strategies and plans for the upcoming season. This is a year-round, exempt position.

**LAUREL VALLEY GOLF CLUB DETAILS**

- A not-for-profit tax status corporation with a seasonal operation generating \$16M in overall revenue, approximately 30 year-round employees, and 110 employees in peak season
- Exclusive membership with 350 individual memberships – area leading initiation fee and

monthly dues.

- Approximately 50,000 square foot clubhouse and overnight accommodations with 70+ sleeping rooms
- Host of numerous golf tournaments
  - 1965 PGA Championship – Winner, Dave Marr
  - 1970 National Four-Ball Tournament – Winners, Jack Nicklaus, and Arnold Palmer
  - 1975 Ryder Cup – Winner, US Defeats Great Britain & Ireland (21-11)
  - 1989 U.S. Senior Open – Winner, Orville Moody
  - 2001 Marconi Pennsylvania Classic – Winner, Robert Allenby
  - 2005 Senior PGA Championship – Winner, Mike Reed
  - 2023 Arnold Palmer Cup – US defeats International (32-28)
- Recognized leader in the club industry
  - 35th by Platinum Clubs of America, “Top Golf Clubs”
  - 118<sup>th</sup> by Golf Digests, “America’s 200 Greatest Golf Courses”
  - 4th by Gold Digest’s, “Best in State (PA)”

[To learn more about our club and culture](#)

## POSITION SUMMARY and ESSENTIAL RESPONSIBILITIES

The Director of Events and Membership Engagement's responsibilities are focused on three key areas: events and reservations, membership ambassadorship, and communications. The position reports directly to the COO. The Director expects tasks listed below, but not limited to the following:

### Events and Reservations (85% of time)

- Daily bookings of rooms, meals, and accommodations
- Point person for members’ and their guests’ questions and requests.
- Event sales for corporate, social, and non-profit events range from 4 to 200 participants
- Facilitation of all booking and event details to operational staff
- Assurance of proper billing and client follow-up

### Membership Engagement (10% of time)

- Membership process for new members – including tours, enrollment, orientation, and follow-up. This is not a membership sales position-- an ambassador approach.
- Attendance at member events
- Assistance with the Board annual meeting and the Member annual meeting with required agendas and minutes
- Manage the receptionist team

### Communications (5% of time )

- Keeps website up to date with ongoing calendar events and information
- Email blasts to membership as required
- Development of marketing collateral with the assistance of a third-party designer.
- LinkedIn updates as necessary. The club is not active on any other social media platforms.

## EDUCATION, EXPERIENCE, AND ADDITIONAL QUALIFICATIONS

- Previous hospitality experience required– preferred in Club industry.
- A four-year bachelor’s degree is preferred. In lieu of a degree, substantial experience in

hospitality will be considered.

- Previous experience in a luxury market event sales and coordination is beneficial
- Previous experience with point of sale and event sales software preferred. Proficiency in technology.
- Strong communication skills and people skills
- The final candidate must pass all background and pre-employment testing and verification.

#### SALARY AND BENEFITS

- This is a full-time, exempt position with a complete benefits package including: health, dental, and vision insurance per the LVGC employee benefit package
- Robust 401(k) plan with an employer contribution of 15% upon completion of eligibility requirements
- Competitive salary is commensurate with qualifications and experience.
- End-of-season service bonus and annual member-holiday bonus
- Company IPHONE
- Employee perks include limited golfing opportunities, complimentary employee shift meals (while in season), pro-shop discounts, and flexible offseason scheduling
- Continued education and networking are essential. Professional association dues and attendance at industry seminars will be budgeted annually.

Individuals who meet or exceed the established criteria detailed in this position profile and posting are encouraged to send a cover letter and resume to:

Dylan Petrick  
Chief Operating Officer  
Laurel Valley Golf Club  
[dpetrick@lvgc1959.com](mailto:dpetrick@lvgc1959.com)