

Membership & Marketing Manager

Tacoma Yacht Club — Tacoma, WA | Full-Time | On-Site | Tuesday–Saturday

About Tacoma Yacht Club

Established in 1889, the Tacoma Yacht Club (TYC) is a premier private yacht club located on Commencement Bay in Tacoma, Washington. With a membership of approximately 1,500 individuals, TYC offers a rich maritime tradition, a vibrant social calendar, and exceptional facilities, including a 290+ slip sheltered marina, multiple outstations, and a modern clubhouse with panoramic views of the Olympic Mountains and Mount Rainier. The club is renowned for its active cruising and racing programs, junior sailing initiatives, and community outreach efforts.

TYC is seeking a skilled Membership & Marketing Manager to drive membership growth, deepen member engagement, and elevate the club's brand — building on a 135-year foundation of maritime excellence and community leadership.

Position Summary

The Membership & Marketing Manager is responsible for the full membership lifecycle: recruitment, onboarding, retention, and engagement. Reporting directly to the General Manager, this position collaborates with the Membership Committee and department heads to grow and sustain a vibrant, active membership culture. The ideal candidate brings deep private club knowledge, a data-informed approach to retention, and a sophisticated understanding of club marketing and communications.

Key Responsibilities

New Member Recruitment

- Develop and execute strategic membership campaigns targeting qualified prospects (e.g., boaters, community leaders, young professionals, and families)
- Represent TYC at external events, regattas, community functions, and civic organizations to raise brand awareness and cultivate potential members
- Build referral and ambassador programs to engage current members in recruitment
- Respond promptly and professionally to all membership inquiries and tours
- Manage application process, approvals, waitlists, and category quotas

New Member Onboarding

- Design a structured onboarding process, including welcome packets, club orientation, and introductions to committees or interest groups
- Assign onboarding mentors or "member ambassadors" to foster early connections
- Track early participation and proactively engage with new members in their first 12 months

Member Retention

- Analyze member engagement and identify at-risk members using usage data and feedback tools
- Conduct exit interviews and implement retention initiatives (e.g., loyalty events, milestone recognition, targeted outreach)

- Work with department heads to promote activities that resonate with key member segments (e.g., families, racers, cruisers, social members)
- Serve as a liaison and manage specific member committees to ensure members' interests are consistently addressed
- Lead periodic satisfaction surveys and deliver actionable insights

Marketing & Communications

- Oversee club branding, public image, and messaging across all platforms
- Manage website content, app, social media, digital newsletters, and club publications
- Create targeted communications tailored to prospective, new, and long-standing members
- Produce promotional materials, video content, and storytelling that highlight club amenities and member experiences

Collaboration & Reporting

- Partner with the Membership Committee to set growth goals and review marketing plans
- Coordinate with Events & Entertainment, Food & Beverage, Outstation, and Cruising committees to align messaging and maximize program participation
- Provide monthly analytics on membership trends, campaign effectiveness, retention rates, and engagement metrics

Qualifications

- 3+ years of experience in membership development, marketing, or hospitality leadership
- Demonstrated success in recruiting and retaining members or customers in a private club or luxury service environment
- Proficient in CRM systems, digital marketing tools, and Microsoft Office Suite
- Excellent interpersonal, writing, and public speaking skills
- Energetic, enthusiastic, and service-oriented; passionate about delivering high-quality member experiences
- Strong prioritization, planning, and organizational skills

Preferred Qualifications

- Bachelor's degree in marketing, communications, hospitality, or a related field
- Private club, yacht club, or membership organization experience a plus
- Passion/knowledge for boating, yachting, or waterfront communities is a plus
- Experience with Jonas Club Management Software or similar
- CMAA membership or CCM designation a plus

Why Join Us?

- Shape the future of a 135-year legacy club with a growing and engaged membership base
- Lead creative marketing initiatives in a collaborative, high-quality environment
- Full benefits package including health insurance, retirement plan, paid time off, and potential club privileges
- Join a financially stable, member-owned club with strong governance and a highly engaged Board and committee structure

- Tacoma's waterfront location offers an exceptional quality of life in one of the Pacific Northwest's most livable cities

Job Details

Type: Full-time, Salary

Pay: \$90,000–\$100,000 DOE, bonus potential

Location: On-site — Tacoma, WA

Schedule: Tuesday–Saturday, additional weekends as needed

Benefits

- Medical, dental, and basic life insurance
- 401(k) plan with employer match
- Paid vacation and sick leave
- Employee meals

How to Apply

Prepare a thoughtful cover letter addressed to General Manager, Michelle Johnson. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, how Tacoma Yacht Club will benefit you, and how the Club will benefit if you are selected.

Please send your cover letter and resume to info@tacomayachtclub.org. Qualified candidates will receive an invitation to the first round of interviews with Michelle. Due to the volume of submissions, not all applicants will receive a response. Please do not contact club staff or members outside of this application process.

Learn more about Tacoma Yacht Club: www.tacomayachtclub.org