

## **Private Events Director / Member Relations Director**

### **North Shore Country Club – Mequon, Wisconsin**

#### **Position Summary**

North Shore Country Club is seeking an energetic, relationship-driven hospitality professional to serve as our **Private Events Director / Member Relations Director**. This leadership position is responsible for growing and managing all private events while creating exceptional experiences that strengthen member engagement and satisfaction.

The ideal candidate is passionate about hospitality, thrives on building meaningful relationships, has exceptional organizational skills, and is committed to delivering first-class service. This individual will work closely with all departments to ensure every event and every member interaction reflects the high standards of North Shore Country Club.

This position reports directly to the Assistant General Manager.

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## **Essential Responsibilities**

### **Private Events**

- Serve as the primary contact for all private events including weddings, corporate meetings, golf outings, celebrations, holiday parties, and social gatherings.
- Prospect and develop new private event business to maximize club utilization and revenue.
- Conduct club tours for prospective clients and members.
- Prepare proposals, contracts, banquet event orders (BEOs), and event timelines.
- Coordinate all event details with culinary, banquet, golf, maintenance, and clubhouse operations.
- Ensure flawless execution of all private events from planning through completion.
- Manage event billing and follow-up communications.
- Develop annual revenue goals and strategies for increasing event business.
- Analyze event performance and recommend improvements.
- Maintain accurate records utilizing club management software.

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### **Member Relations**

- Serve as one of the primary ambassadors of the club by developing strong relationships with members and guests.
- Welcome new members through an organized onboarding and orientation process.

- Coordinate member events and networking opportunities.
  - Maintain regular communication with members to ensure exceptional satisfaction.
  - Respond promptly and professionally to member concerns while coordinating appropriate resolutions.
  - Collaborate with department managers to continually enhance the overall member experience.
  - Assist with member retention initiatives.
  - Monitor member feedback and recommend service improvements.
  - Support club communications regarding upcoming events and programming.
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## **Club Programming**

- Assist in planning and executing the club's annual calendar of social events.
  - Work collaboratively with department heads to create innovative programming that increases member participation.
  - Evaluate attendance, member satisfaction, and financial performance of club events.
  - Recommend new events and experiences that align with member interests.
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## **Marketing & Sales**

- Promote private event opportunities through networking, referrals, digital marketing, and community outreach.
  - Assist with social media content showcasing weddings, celebrations, dining, and club life.
  - Maintain relationships with preferred vendors.
  - Represent the club at bridal shows, networking events, and community functions when appropriate.
  - Help develop promotional materials and event packages.
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## **Leadership**

- Foster a positive, service-focused culture throughout the club.
  - Work collaboratively with all department managers.
  - Demonstrate professionalism and exceptional hospitality at all times.
  - Assist with budgeting and forecasting for private events.
  - Maintain compliance with club policies and standards.
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## Qualifications

- Bachelor's degree in Hospitality Management, Business, Marketing, or related field preferred.
  - Minimum 3–5 years of hospitality, catering, private club, hotel, or event management experience.
  - Private club experience strongly preferred.
  - Proven sales and relationship-building skills.
  - Outstanding communication and interpersonal abilities.
  - Strong organizational and project management skills.
  - Ability to manage multiple priorities in a fast-paced environment.
  - Experience with club management software (ForeTees, Jonas, Clubessential, or similar) preferred.
  - Proficiency in Microsoft Office Suite.
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## Knowledge, Skills & Abilities

- Exceptional customer service mindset.
  - Strong attention to detail.
  - Excellent written and verbal communication.
  - Professional appearance and demeanor.
  - Creative problem-solving skills.
  - Ability to build lasting relationships with members and guests.
  - Strong financial awareness and budgeting skills.
  - Flexible schedule including evenings, weekends, and holidays as required.
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## Physical Requirements

- Ability to stand and walk for extended periods.
  - Ability to lift up to 25 pounds.
  - Ability to work both indoors and outdoors during club events.
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## Success in This Role

A successful Private Events Director / Member Relations Director will:

- Increase private event bookings and revenue.
- Deliver memorable experiences that exceed member and guest expectations.

- Build strong, lasting relationships with members.
  - Enhance new member integration and retention.
  - Collaborate effectively across all departments.
  - Demonstrate professionalism, positivity, and a passion for hospitality.
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## **Why North Shore Country Club?**

North Shore Country Club is one of Wisconsin's premier private clubs, offering an exceptional golf, racquet sports, aquatics, dining, and social experience. Our culture is centered on hospitality, teamwork, innovation, and creating lifelong memories for our members and guests. We are seeking an enthusiastic leader who shares our commitment to excellence and will help continue elevating the member experience.

**All resumes** can be emailed directly to Chief Operating Officer, Cherie Lininger at [clininger@nscountryclub.org](mailto:clininger@nscountryclub.org).