



Membership Director at Tennessee Grasslands Golf and Country Club

Tennessee Grasslands Golf and Country Club (“TNG”) is seeking an enthusiastic and dynamic individual to assume the position of Membership Director. Reporting to the Director of Marketing, the Membership Director is responsible for leading sales efforts to recruit new members and promoting/executing a strong member relations program to facilitate retaining existing members.

About TNG

Located northeast of Nashville in the rapidly growing city of Gallatin, Tennessee, TNG offers a fully private golf and country club experience in a beautiful lakefront setting. The Club boasts two clubhouses featuring multiple private dining outlets, a full-service event center, two lakeside pools, two 18-hole championship golf courses, a 9-hole short course, a 5-bay teaching facility, two fitness facilities, and a racquet sports complex with year-round access.

The Membership Director’s primary role:

1. The maintenance and retention of existing members, in good standing
2. The sales effort for the recruitment of new members

Position Overview

Sales:

- Serve as the key contact for all prospective and current members
- Implement sales, marketing, and public relations plans and strategies that serve to increase membership sales, promote a positive Club image, and maximize revenues according to overall fiscal and operational budgeted goals
- Actively develop a Prospective Member Roster from the following groups:
 - Mailing list of new residents in Sumner County and Middle Tennessee





- Personal referrals from members
- Directors and Officers from major corporations within the market area
- Local civic groups
- Effectively cultivate outside sales leads. Track home purchases and moveins in the area and develop contact with homeowners
- Routinely contact and develop relationships with area realtors and businesses to build brand awareness and increase membership sales
- Implement a member referral program that will incentivize members to refer friends, family, and co-workers to join the Club
- Schedule and provide membership tours of all Club facilities with the purpose of selling memberships and increasing membership revenue
- Represent the Club in meetings and/or presentations with various clients, municipalities, and other outside agencies regarding the marketing-related membership plans and strategies
- Cross-train other key staff members regarding the general sales process and important components as appropriate to facilitate the overall success of the team

Member Relations:

- Establish and maintain contact with Club members and staff and solicit feedback for continuous improvement
- Plan and execute quarterly New Member Mixers
- Develop and execute a New Member Orientation program
- Coordinate member relations, including birthday, anniversary, and or sympathy cards as needed; send floral arrangements for applicable occasions as needed





Administration:

- Develop a complete understanding of membership classifications, fee schedules, rules and regulations, and the Club in general.
- Report approved new members to the Accounting department to initiate proper administration of memberships; ensure that applications are completely and properly filled out, initiation fees are collected, and new members understand the privileges and costs of becoming a member.
- Educate and train staff members on how to direct questions regarding all membership inquiries.
- Actively manage Club membership directory and assist members with website and mobile app use as needed
- Create and maintain digital and print membership database with current member information, including, but not limited to, name, member type, member number, physical address, phone, email, billing information
- Work with Club Accounting department to monitor accounts receivable and make changes with members as needed
- Work with Director of Marketing to generate membership recruitment and retention reports and analysis.
- Complete special projects as assigned by Director of Marketing

Qualifications

- Five+ years of private club experience in membership sales
- College degree preferred
- Excellent interpersonal and communication skills
- Strong time management skills

Salary & Benefits





Tennessee
GRASSLANDS

GOLF AND COUNTRY CLUB

Salary is open and commensurate with qualifications and experience. The Club offers an excellent bonus and benefits package.

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Tennessee Grasslands Golf and Country Club
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