



Position Description: Membership, Marketing & Events Specialist

Purpose: The Forest Lake Club, a private membership club for outdoor enthusiasts, is seeking a full-time Membership, Marketing & Events Specialist. This position offers a competitive base salary with commission opportunities for both membership and event bookings, along with health benefits, pension, and a bonus structure for meeting targeted goals. This position reports to the General Manager.

Key Responsibilities:

- **Membership Marketing:**
 - Promote the Forest Lake Club to attract qualified candidates for its exclusive membership levels
 - Develop and implement strategies to meet the Club's membership goals
 - Conducts trend analysis and offers recommendations and programs accordingly
 - Creates and maintains an ongoing and systematic process of identifying new prospects, lead referrals and follow-up
 - Acts as a 'project manager' for membership initiatives including tracking of prospects, the 'pipeline' of the admissions process, and event planning
- **Event Sales:**
 - Book catered events such as weddings, corporate functions, showers, and other private gatherings (event management is not required)
- **Client Relationships:**
 - Build and maintain strong relationships with potential and existing members and event clients
 - Serve as a knowledgeable ambassador for the club's offerings and values
- **Sales Goals:**
 - Meet or exceed sales targets for memberships and event bookings, with opportunities for bonus incentives
- **Social Media Management:**
 - Create, curate, and schedule engaging posts for the club's Instagram and Facebook accounts
 - Develop content strategies to showcase club amenities, events, and the benefits of membership
 - Monitor and respond to comments and messages to build online engagement and a sense of community
 - Analyze social media performance metrics to optimize future campaigns



Qualifications:

- Bachelor's degree in Business / Communications / Marketing or in a related field or an equivalent combination of education and experience
- Proven success in sales, particularly in membership or event bookings
- Strong social media management skills, including experience with Instagram and Facebook
- A charismatic, energetic, forward-thinking and creative individual with high ethical standards and an appropriate professional image. Is discreet and conducts themselves with a high degree of professionalism
- Strong management skills including planning, setting priorities, decision making, facilitating process improvement and is committed to continued personal/professional growth
- An intelligent and articulate individual who can relate to people at all levels of an organization and possesses excellent written and oral communication skills. Must be able to communicate policies, procedures, regulations, reports, etc., to staff, members and guests
- Ability to use effective problem solving skills, and make independent decisions when circumstances warrant, exhibits sound and accurate judgment and makes timely decisions
- Provides exceptional member service and uses prompt and responsive follow-through. Asks questions to identify member needs and/or expectations. Ability to respond effectively to the most sensitive inquiries or complaints
- Able to work in a rapidly changing work environment. Must be able to adapt to changes, manage competing demands and is able to deal with frequent change, delays or unexpected events
- Familiarity with private club operations and the regulatory and legal environments in which they conduct business is desirable
- Must be highly visible and can maintain a flexible work schedule including nights, weekends, and holidays as dictated by the event schedule

About The Forest Lake Club:

Located in Northeastern Pennsylvania and founded in 1882, the Forest Lake Club is a prestigious retreat for outdoor enthusiasts. It spans 4,700 acres of pristine land, including glacial lakes, a stocked trout stream, and an upland bird preserve. The Swiss Gothic clubhouse, built in 1899, serves as the social hub of the club, offering dining, overnight accommodations, and spaces for special events.



Position Details:

- **Start Date:** Immediate
- **Compensation:** Base pay plus commission, health benefits, pension, and bonus structure for meeting sales goals.

This role offers a fantastic opportunity for a results-driven sales professional passionate about outdoor activities, with experience in marketing memberships and booking events, and a creative touch in managing social media platforms.

Interested individuals should send a compelling Cover Letter and Resume attention:

Joe Acla, PGA

gm@forestlakeclub.net

General Manager

Forest Lake Club

Hawley, PA

www.forestlakeclub.net