



Membership & Marketing Director

Job Summary:

Sell and support Club memberships by serving as the internal brand ambassador for the Club. Strategize, develop, and implement programs, projects, marketing initiatives, and engagement campaigns designed to attract qualified prospective members through referrals, while increasing satisfaction and retention among current members. Provide oversight of marketing strategies and brand messaging to ensure consistency and alignment across internal and external touchpoints. Manage and supervise member events and onboarding experiences that enhance engagement. Represent the Club in its relationships with key internal and external constituencies.

Primary Function – Membership Sales, Marketing, and Fostering:

- Coordinate with the Membership Committee, Board of Governors, Communications Team, and GM/COO to develop integrated member-facing campaigns and internal brand strategies that reflect the identity and values of the Club.
- Provide oversight and creative direction for marketing efforts related to membership, events, onboarding, and internal promotions. Ensure campaigns are compelling, cohesive, and aligned with the Club's vision and culture.
- Lead prospective members through the process of becoming a member.
- Diligently track each new member during their first twelve months to ensure they are getting the most out of their membership experience.
- Handle all inquiries regarding new member applications, status change requests, and resignations.
- Build and maintain the Ambassador Program with active members. Pair up current and new members for the program. Track progress and ensure they are connecting.
- Act as the Club's internal brand ambassador, ensuring the Club's voice, culture, and standards are consistently reflected in membership touchpoints, member onboarding, internal signage, and communications.
- Work closely with the Communications Team to ensure all collateral, digital media, and social content aligns with Club values and brand guidelines.
- Provide oversight and input for digital marketing campaigns, social media strategy, and content planning that support membership sales and engagement goals.

- Maintain and compile all necessary membership documents for pertinent committees and Board.
- Seek new internal avenues for promoting Club programming, membership value, and engagement opportunities to existing and potential members referred through current member sponsors.
- Support select external visibility initiatives through brand storytelling and participation in community relationships that align with our referral-based model.
- Maintain and monitor usage data for all members to identify any retention issues among our established membership.
- Develop and maintain programs to keep existing members engaged throughout their membership journey.
- Maintain a high level of visibility and interactions with members and guests to determine their level of satisfaction with the Club's current offerings and identify new services and programs that are of interest to them.
- Present during Club operating hours and special events to assist in meeting/greeting members and guests as needed.
- Provide sales, member relations, and marketing-related training for staff members.
- Interact with local Chamber of Commerce and other community organizations to network and market the Club.

Other Duties:

- Create and maintain detailed category sheets for use in explaining member benefits.
- Track and monitor usage on limited membership levels.
- Track and proactively engage with renewal needs of temporary memberships.
- Create monthly reports for membership levels including new members, resignations, and change requests.
- Benchmark surrounding Clubs and similar organizations to ensure competitiveness in offerings and marketing strategy.
- Develop creative new ideas for membership categories and Club programming based on market feedback and trends.
- Forecast year-end needs for budgets, including marketing spend related to membership growth and retention.
- Plan quarterly events to help attract new members and engage newly added members.
- Collaborate with the Communications Team to implement internal campaigns and member communications that support Club brand consistency, event participation, and engagement across all channels.

- Offer creative marketing ideas that align with the Club's tone and values, ensuring materials enhance the member's experience and strengthen the Club's public image.

Ideal Candidate will possess the following traits:

- Ability to carry on conversations with many different personalities with a knack for 'small talk'
- A team player who understands that their success lies in elevating others
- Experience with member data mining and ability to create tangible reports and presentations from data
- Use of CRM programs (experience with JONAS software systems a plus)
- Experience with special event planning and member programming
- Strong social media skills
- Ability to work evenings, weekends, and holidays as needed
- Organization and time management skills

Reports to:

The Membership & Marketing Director shall report to the General Manager/COO and work closely with all Department Heads in the service of our membership. This position works in tandem with the Director of Events to encourage member usage and activity.

Please send all cover letters and resumes to Mille Harper, General Manager/COO at mharper@germantowncricket.org