

# KOPPLIN KUEBLER & WALLACE

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## **DIRECTOR OF MEMBERSHIP EXPERIENCE PROFILE: BRONXVILLE FIELD CLUB BRONXVILLE, NY**

### **DIRECTOR OF MEMBERSHIP EXPERIENCE AT BRONXVILLE FIELD CLUB**

The Director of Membership Experience (DME) supports the General Manager and Assistant General Manager as a liaison for current and prospective members to enhance membership experience and increase membership growth by promoting the Bronxville Field Club culture. This position will support the coordination and execution of membership programming, private parties, and virtual events, working closely with the Bronxville team to achieve the collaborative vision and expected outcome. The DME champions the system/process to ensure new members develop relationships, experience personalized service, cultivate member recognition, join “clubs within the Club,” and participate in a variety of programs and events that enrich their lives.

### **BRONXVILLE FIELD CLUB**

The Mission Statement of Bronxville Field Club is “to provide our membership with superior social and recreational experiences by offering the finest staff, service, facilities, and activities,” and they have been doing exactly that since the Club was founded in 1925.

The Bronxville Field Club (BFC), located in prestigious Bronxville, NY, grew out of the Bronxville Athletic Association, which had been in existence since 1904. Since its inception and more specifically in the most recent seven years, the Club and its amenities have undergone numerous upgrades and renovations. BFC currently boasts 14 tennis courts (2 recently converted to all-weather courts) 4 squash courts (squash house), 3 paddle courts (plus paddle hut), 2 courts available under a dome from October-April, a swimming pool, a playground, a pro shop, and a gym. Members enjoy a variety of dining options including year-round dining in Racquets Grill, outside patio dining available all year as weather permits, a courtside bar and snack bar in summer. Numerous areas to host events and private parties include the Great Room with its inviting fireplace, the Clubroom, and the smaller Inglenook (attached to the Racquets Grill area) as well as outside areas as weather permits.

Today the Bronxville Field Club is widely regarded as a family-oriented recreational and social hub.

### **BRONXVILLE FIELD CLUB BY THE NUMBERS**

- The Club enjoys an annual operating budget of nearly \$8.2M.
- There are approximately 630 members.
- At present, for full family membership, there is a \$37,000 initiation fee; dues are \$9,040 annually.
- Currently, there is a \$100 monthly capital improvement fund assessment for future capital projects.
- There are approximately 65 full-time and 80 seasonal employees.
- There are a total of 15 Board Members, each serving three-year terms.
- At present, the position will touch upon almost all committees, most specifically the Entertainment Committee.
- Currently, the average member age is 45.
- The Club is an organized 501(c)(7).

**BRONXVILLE FIELD CLUB WEB SITE:** [www.bronxvillefieldclub.com](http://www.bronxvillefieldclub.com)

## **DIRECTOR OF MEMBERSHIP EXPERIENCE – POSITION OVERVIEW**

The Director of Membership Experience should have sincere joy in bringing happiness to others. This is a collaborative position that requires a self-directed, creative individual who can bring fresh ideas to the team and then work with the team to bring agreed-upon concepts to fruition. The DME will conduct active outreach to the membership to understand who they are and the various demographics, enabling him/her to suggest and then implement offerings that will satisfy and serve all. The DME will identify opportunities to re-engage with inactive members, continually work on member retention strategies, understand membership and industry trends, and overall, is well-versed in getting things done.

## **INITIAL PRIORITIES OF THE NEW DIRECTOR OF MEMBERSHIP EXPERIENCE**

### **MEMBERSHIP**

- Provide direction and support for new members on the waiting list and Seasonal Guests. Engage in personalized attention to ensure new members feel welcome and connected and understand all the programming available to them.
- Establish an “on-boarding” process to acclimate new members and provide information, answer questions, and coordinate with sports professionals to provide opportunities for new members to experience multiple sports and/or participate in organized social events.
- Ensure that each member and guest’s experience with the Club is positive and memorable.
- Create member-focused culture and model relationship-building skills in all interactions. Provide a mechanism for feedback to inspire growth and positive change.
- Continue to build, improve, and brand BFC communications including club event notifications, the monthly newsletter, website interactions, and social media posts. Assist in maintaining the website calendar and event photos while also assisting the Assistant Manager with Membership projects and related events.
- Evaluate programming by collecting outcome data including participation and satisfaction details. This includes member usage in all sports on a monthly basis. Information should be prepared and submitted prior to Board Meetings.
- Work closely with different departments as needed to provide support based on membership experience (e.g. training pool front desk staff, assisting the Summer Camp Director, creating marketing materials for seasonal programs, etc.).

### **EVENTS**

- Create, market, promote and execute relevant programs. Help drive attendance at calendar events, themed evenings, cocktail events, and children’s programs. Assemble collateral material into packages for disbursement (e.g. marketing brochures and booklets).
- Work with AGM and GM to develop, oversee, and administer all aspects of events including décor, booking entertainment, facilitating entertainment contracts and insurance, BEO, floor plans, seating, staffing, etc.
- Complete all administrative details associated with events including BEO, tracking costs, purchase requisitions, check requests, and proper follow-up of the completion of the assigned tasks.
- Monitor/track the success (performance) of all Membership activities and events; adjust as needed for increased participation and satisfaction.
- Take a leadership role to coordinate with department heads on sports and children’s programming/private events to ensure all stakeholders are aware of their responsibilities to execute successful and profitable programs. Develop a process to effectively cost out and price offering and establish a process to submit proper accounting/billing of programming to the Controller.
- Additional functions as defined by the General Manager.

## **CANDIDATE QUALIFICATIONS**

- At least three years of large-scale, high-end event planning experience.
- Must be able to work a flexible schedule including but not limited to, weekends, evenings, holidays, and extended hours when necessary.
- Attendance is required at all membership events, staff meetings, and club training sessions.
- Knowledge of Microsoft Office applications (Word, Excel, Publisher, Outlook).

- Familiarity with Adobe applications a plus (Photoshop, InDesign, Acrobat Professional).
- Commitment to submitting work schedule to GM and AGM one week prior to the actual work week. This schedule should clearly outline the work schedule as it aligns with the demands of weekly events.
- Strong written and spoken communication skills.
- Ability to provide quick and knowledgeable answers to membership inquiries.
- Comfortable and professional interacting and building relationships with members. This position will serve as the face of the Club when it comes to youth programming and members' experience.
- Capability of identifying needs and desires of new and potential members and matching those needs with club offerings.
- Able to develop and improve programming to constantly engage and delight membership.
- Ability to organize a function that requires coordination and participation with multiple departments to efficiently execute a successful event.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A bachelor's degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications are encouraged but not required.

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

## **SALARY AND BENEFITS**

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

## **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Ms. Lori Sahagian, General Manager** and clearly articulate why you want to be considered for this position at this stage of your career and why Bronxville Field Club and the Metropolitan New York area will be beneficial to you, your family, your career, and the Club if selected.

**You must apply for this role as soon as possible but no later than Monday, June 19, 2023. Candidate selections will occur in late June with first Interviews expected in early July and second interviews a short time later. The new Director of Membership Experience should assume his/her role in a reasonable amount of time thereafter.**

**IMPORTANT:** Save your resume and letter in the following manner:

"Last Name, First Name - Resume"

"Last Name, First Name - Cover Letter – Bronxville"

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Alice Stevens: [alice@kkandw.com](mailto:alice@kkandw.com)

## **LEAD SEARCH EXECUTIVES:**

[www.kkandw.com](http://www.kkandw.com)

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