



McConnell Golf, LLC

## **Member Services Director Wilson Country Club**

### **Position Summary:**

Wilson Country Club, a private country club located in Wilson, NC, is owned and operated by McConnell Golf, LLC. We are seeking a dynamic leader to join our team and coordinate all membership services, membership sales, and marketing efforts with the staff and management team of Wilson Country Club.

### **Primary Responsibilities Include (but not limited to):**

- Day to day responsibilities of recruiting new members at Wilson Country Club (WCC).
- Required to work with the club to generate membership referrals and membership offerings that are in line with McConnell Golf (MCG) guidelines.
- Arranges and conducts prospective member club tours and preview golf play days.
- Responsible for steps associated with on-boarding new member to include but not limited to: application data entry, calling references, sending new member announcement to staff, welcome new member login information email, club orientations.
- Maintains, monitors and manages all membership material, printed and electronically, pertaining but not limited to; (i) current membership files, (ii) WCC membership usage per classes and makes membership class adjustments accordingly.
- Prepares monthly billing statements for MCG Accounts Receivable department.
- Makes membership billing adjustments and/or corrections to member accounts as needed and approved.
- Posts member payments as received and works closely with MCG Accounts Receivable department.
- Represents McConnell Golf, its membership, the management team and ownership in an utmost professional manner, internally and externally at professional events.
- Networking and representation of the McConnell Golf facilities in the Wilson, NC market by participation in local community organizations.
- Provides leadership and vision to staff and members alike, supporting the club's philosophy and mission.
- Develops and implements membership programs by helping to create literature and membership marketing collateral that may be needed as part of the sales efforts.
- Prepares marketing material for internal and external marketing efforts to attract and retain memberships – such include but not limited to Club Monthly Newsletters, Membership Communication Material electronically or printed.

- Interacts and communicates with other department heads and associates with new member opportunities and member retention at forefront.
- Assists with administrative duties, including but not limited to, entering invoices, posting previous day sales batches, copying, faxing and filing documents as needed with member related issues as herein defined.
- Administer AP tasks including Ottimate invoice system.
- Is available to help with posting of Social Media and creative for marketing member events and club happenings with majority of content provided by the various WCC departments.
- Participates in preparing annual sales budgets and monitors variances to said document and from time to time recommends necessary adjustments to uphold the club's vision and goals in place.
- Coordinates and attends new member receptions, orientations and non-member marketing events.
- Reports quarterly gap studies and makes necessary adjustments to performance levels.
- Plans and sets strategic initiatives to expand membership opportunities.
- Works a general schedule of Tuesday through Saturday, with ability to be flexible as needed outside of the general schedule.

#### **Experience and Skills Requirements:**

- Progressive experience in a private club or similar environment is highly desired.
- A high degree of administrative skills and executive ability and creativity.
- Excellent interpersonal and communication skills, both verbal and written, that allow for smooth interactions with others.
- Proficiency in presentation of projects; must be able to compose and create reports, letters, memos, and other communications.
- Keeping abreast of current industry trends through courses, periodicals, etc.
- Proficiency with industry software programs, social networking, website administrative duties, Canva, and standard Microsoft Office products.
- Presents himself/herself as an executive of the club and of McConnell Golf.
- Be an active participant in local and/or regional associations that relate to the field of private club membership and marketing.
- Actively use time-management and CRM system to manage prospective member database, appointments, projects, deadlines and follow-up.
- Must be able to multi task, handle high volume, and work well in a team environment.

#### **Essential Responsibilities:**

- **Problem Solving** – Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.

- **Interpersonal Skills** – Focuses on solving conflict, not blaming; maintains confidentiality; keeps emotions under control; remains open to others' ideas and tries new things.
- **Oral Communication** – Speaks clearly and persuasively in positive or negative solutions; listens and gets clarification; responds well to questions; demonstrates presentation skills; participates in meetings.
- **Written Communication** – Writes clearly and informatively; edits work for spelling and grammar; able to read and interpret written information; proficient with technology tools.
- **Teamwork** – Balances team and individual responsibilities; exhibits objectivity and openness to others' view; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interest; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- **Leadership** – Exhibits confidence in self and others; inspires and motivates others to perform well; effectively influences actions and opinions of others; accepts feedback from others; gives appropriate recognition to others.
- **Cost Consciousness** – Works within approved budget; develops and implements cost saving measures; contributes to profits and revenue; conserves organizational resources.
- **Judgment** - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.
- **Planning/Organizing** – Prioritizes and plans daily and weekly work activities; uses time efficiently; plans for additional resources; sets goals and objectives; develops realistic action plans.
- **Adaptability** – Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with possible frequent changes, delays or even with unexpected events.
- **Initiative** – Volunteers readily; undertakes self-development activities; takes independent action and calculated risks; asks for and offers help; seeking advancement within the club industry and actively pursues management courses.
- **Innovation** – Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.

### Compensation and Benefits:

- Compensation will be commensurate with experience
- Medical, Dental, and Vision Insurance
- 401(k) with employer matching contribution
- Life Insurance
- Paid Time Off

### **About McConnell Golf's Mission and Values:**

We believe in “Building Clubs of the Future” with our members and staff being a club’s true product. We believe in being more inclusive and we believe in pure golf for the true golfer. We believe in being environmentally responsible and a pillar in the communities we serve. We believe in investing in our employees, fostering diversity, inclusion, dignity and respect. We believe in dealing fairly and ethically with our suppliers, dedicated to serving as a good partner. Everything we do, we believe in thinking differently and in being more innovative.

We do this by creating value for everyone we interact with in such a way that we exceed our members’ expectations. We do this by providing daily best playing conditions, with a focus on members first, and by re-investing a minimum of 33 percent of our revenues back into our golf courses. We do this by adhering to a service culture that comes from our hearts as well as by creating a corporate culture that embraces diversity that provides support to our staff through training and education. We are an organization that focuses on giving back to its communities and an organization that embraces sustainable practices across the business.

We are simply focused on generating long-term value for all of our stakeholders, offering the most desired club portfolio from the Blue Ridge Mountains to the Carolina Coasts.

### **To apply for this position:**

Please send your resume and cover letter to Beverly Marler at [bmarler@mcconnellgolf.com](mailto:bmarler@mcconnellgolf.com).