

MEMBERSHIP, SOCIETIES AND GREEN FEES OFFICER

- Responsible for all adult golf income streams
- Put forward strategic proposals to the MC to optimize and increase the golf income streams: Membership, Pay and Play and Societies paying attention to the need to substantially increase female membership.
- Put forward and help implement strategic proposals to improve member experience and in particular for new members
- Develop and implement marketing programmes with buy in from the Golf Committee.
- By accessing the club's membership systems report to the MC on Membership income, Green Fee and Society income, forward bookings and overdue.
- Ensure that Societies and Green Fee Visitor's bookings and payments are correctly recorded in the BRS system
- Communicate effectively with MC, Golf Comm, members and staff.
- Review of outstanding subscriptions on monthly basis, ensuring policies relating to collection of outstanding subscriptions are adhered to
- Approve any reduced subscriptions agreed with individual members due to ill health or extenuating circumstances.
- Provide a written report for each Management Committee meeting

PERSON SPECIFICATION

The Membership and Marketing Officer should have a consumer sales/marketing/customer experience background and good IT skills.

DESIRABLE ATTRIBUTES

- Good knowledge of club constitution & existing membership categories/profiles and how these relate to membership development (i.e. recruitment & retention).
- Good local knowledge of the club's catchment area, competitors, sporting organisations & target markets in terms of marketing and promoting to new/lapsed members.
- Good computer skills – particularly MS Office
- Sales/Marketing/Customer experience background
- Involved in local community/other sporting clubs.
- Strong interpersonal & communication skills.
- Be available to provide the necessary commitment to the role for at least 3 years.