

James River Country Club Overview

The James River Country Club is a full-service, member owned private club providing golf, tennis and water sports activities, along with banquet and dining facilities for its membership. Located on the banks of the historic James River, the Club was founded in 1932 and there are currently a total of 700 Members.

The spectacular golf course that finishes on the historic James River was originally designed by James McMiniman and had a renovation by John Lafoy in 2008. The course measures 6,462 yards with many tee areas and plays to a par of 70. With avid regular Member play from ladies, men and juniors, the course provides an everyday challenge through the tree lined fairways. In addition, the Club has hosted many Virginia State Golf Association Championships for both men and ladies over the years.

The spacious, yet charming clubhouse overlooks the James River and includes a formal dining room, casual dining room, the popular Huntington Lounge, card rooms and a number of special event rooms. Outstanding food and beverage for Members and Guests is a hallmark of James River Country Club. The tennis facility includes nine har-tru courts (including two lit for evening play) plus an indoor tennis facility with four lighted courts that opened in late 2016. James River has a rich tradition in its tennis programs for adults and juniors. The water activities include four pools and a Jacuzzi, sandy beach on the James River and various boating activities. The Swim Team includes over 100 kids each summer and offers competitive swimming through the Greater Peninsula Swimming Association, plus great fun for the kids and the parents.

Another unique feature of James River Country Club is its world-renowned Golf Museum located in the clubhouse. Many golf artifacts can be found within from the early conception of golf to more recent golf memorabilia. The Museum has been acclaimed as one of the best in the world and provides a thorough and interesting history of the game.

The Club's website is www.jamesrivercountryclub.com.

Membership and Marketing Manager Position Overview

Position Summary

The Membership and Marketing Manager for James River Country Club is responsible for all aspects of the Club's membership sales and marketing. Working under the direction of the General Manager and in cooperation with the Membership Committee and other JRCC department heads, he/she will develop and implement programs, projects and activities designed to increase and retain membership in the Club. He/she will also be responsible for all of the Club communications, the Club's website and social media platforms. Playing an active role in all Club events and with the various Club committees

is also an important part of this position. The position reports to the General Manager and the President and Board of James River Country Club.

Position Duties

- Develops and implements the sales and marketing plan to attract prospective members
- Actively recruits and introduces prospective members to James River Country Club
- Maintains the Club's member database and members' files with administrative personnel.
- Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
- Processes all requests for transfers, changes and terminations of membership in conjunction with accounting personnel.
- Personally contacts all new and terminating members.
- Conducts orientation program for new members.
- Promotes Club activities through all forms of social media and communiques. Develops the Club's newsletter, creates e-blasts, Facebook postings, blogs, etc.
- Calls and meets with members to request referrals and asks for their assistance with recruitment efforts.
- Determines markets to be canvassed for qualified individuals and completes and maintains perpetual member invitee database.
- Coordinates all membership brochures and other promotional material.
- Maintains a monthly Sales Report with all new Members and prospects outlined and tracks the success and overall performance of all membership activities.
- Coordinates development of the social activities and social calendar for the club.
- Attends management, staff and committee meetings as requested.
- Provides notices and agenda for and invites and maintains minutes of the Club's Membership Committee.
- Maintains Club's member bulletin boards (physical, digital and on-line) and maintains the Website
- Takes photographs of members and guests at Club events.
- Serve as the Club's concierge as needed and manager on duty as requested.
- Will maintain digital and interactive signage throughout the Clubhouse and outlying areas of the Club.
- Oversees the administration of all membership rules and regulations to ensure consistency in interpretation and application; updates club rules and regulations and keeps members informed of changes.
- Responsible for maintaining confidentiality of all member information.
- Assists in Catering and Golf Outing sales and marketing initiatives
- Completes other appropriate assignments made by the General Manager.

Education and Experience

- Bachelor's degree in Business Administration, Hospitality or Resort Management, Communications, Public Relations or related major
- Three years of sales and marketing work experience (club or hospitality industry preferred).
- PCMA and/or CMAA involvement is preferred.

Job Knowledge, Core Competencies and Expectations

- Focus on JRCC new members recruitment and member retention.
- Ability to establish and maintain effective relationships with JRCC members, prospective members, staff, membership committee and JRCC guests
- Direct all of the Membership and Marketing activities and oversee the budget.
- Develop and publish marketing materials for all Club events and member activities, including the monthly newsletter and regular emails.
- Administer the Club's website including making updates when needed.
- Coordinate the Club's Facebook page and other social media outlets.

Compensation

The salary and benefits for this position include a salary and commission commensurate with the successful candidate's experience. Benefits include health and life insurance, 401K after one year, PCMA dues, paid vacation and a reasonable relocation allowance if moving into the area.

Application Process

Interested candidates should provide their resume to golfadvise@widomaker.com by the March 18 deadline. No phone calls, please.