

NOW HIRING

# MEMBERSHIP SALES



## JOB DESCRIPTION: MEMBERSHIP SALES DIRECTOR

**Company:** The Dominion Club is owned and operated by Heritage Golf Group (HGG), a national owner and operator of premier private, resort, restaurant and daily fee golf clubs. The Dominion Club ([www.thedominionclub.com](http://www.thedominionclub.com)) is a premier private Country Club established in 1992 and is located in the center of the Wyndham master-planned community. It has established itself as Glen Allen's premier destination for golf, tennis, swimming, dining and family fun.

**Reports To:** General Manager

**Working Hours:** Full-Time

**Compensation:** Compensation package is commensurate with experience

**Directly Manages:** None

**RESPONSIBILITIES:** The Membership Director is charged with spearheading the sale of available memberships to prospective members, the provision of exceptional service to our current members on matters related to their Club membership, and developing and marketing unique niche membership opportunities. An experienced Membership Director will lead an aggressive sales and marketing campaign promoting the services, facilities and benefits of Private Golf Club membership. The Membership Director has the responsibility for the growth and retention of the Club's membership. A key component of this position is the ability to effectively network, sell and represent the Club in target markets.

## JOB/SKILL REQUIREMENTS:

The ideal candidate should be someone that defines hospitality at their facility. Further qualifications include but are not limited to:

- A proven track record of sales performance including the development of a prospect strategy.
- The ability to develop sales plans, generate leads and execute sales calls to stimulate prospect traffic.
- Excellent written, interpersonal, verbal communication skills and outstanding networking abilities.
- A self-starter who thrives on interactions, building relationships and producing results in a quota-driven sales environment.
- Familiarity of the hospitality/club industry and golf is preferred.
- Recommend membership products and programs that promote ongoing new membership enrollment and maximize member value and retention.
- Create, review and maintain ongoing competitive market analysis and recommend market positioning strategies to ensure optimal market share and brand positioning.
- Maintain the database of information pertaining to former, existing, new and prospective members, and process all applications for membership.
- Prepare and analyze timely sales, forecasting, activity and trend reports.
- A polished, professional image with an outgoing personality.
- Strong organizational skills, time management skills and attention to detail.
- Conduct an orientation program for new members to ensure membership retention.
- Able to work weekends, holidays and flexible hours, as needed.
- Demonstrate proficiency and experience in Microsoft Office applications.
- Manage Club communications including member e-newsletters, Club Facebook page, Club website, member handbook, member roster and general correspondence as required.
- A bachelor's degree in Marketing, Communications, Hospitality Management, related discipline or equivalent work experience.

*\*Please Note: This job description includes, but is not limited to, the duties and responsibilities noted above. The essential functions of this job description are not exhaustive and may be supplemented. Employee must be able to perform the essential functions of the position with or without reasonable accommodations.*

The Dominion Club is an Equal Employment Opportunity Employer.

## TO APPLY:

A completed application must be submitted to be considered for the position. Please email your application, cover letter, and resume to [khoo@heritagegolfgroup.com](mailto:khoo@heritagegolfgroup.com)