

Job description

Job Title Director of Member Engagement

Level Experienced

Job Location Boca Woods Country Club - Boca Raton, FL

Position Type Full Time

Education Level Country Club and/or Hospitality Experience Preferred

Job Shift Any

Job Categories Hospitality

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Position Summary:

This is a key position for the organization that helps to keep the pulse of Membership wants, needs, and desires while maintaining data analytics and statistics that demonstrate the health of the organization. The Director of Member Engagement creates and manages internal Membership engagement programs designed to increase Membership and Member retention. This position is responsible for creating strategies to attract, retain, and satisfy members, ensuring their needs are met and their voices are heard. This involves developing programs, events, and initiatives that enhance member experience, as well as utilizing various communication channels to keep members informed and engaged. Data and feedback must be analyzed to continuously improve engagement efforts and ensure they align with the organization's goals.

Responsibilities:

- Develop engagement strategies to attract, retain, and engage Members
- Oversee communication channels to ensure Members are informed about organizational activities and updates
- Collaborate with department management team to align Member engagement efforts with broader organizational goals
- Utilize data analytics to track Member engagement metrics and evaluate the effectiveness of engagement initiatives
- Use data insights to make data-driven decisions and optimize engagement strategies
- Allocate resources efficiently to maximize the impact of engagement efforts while meeting budget guidelines
- Stay abreast of industry trends, best practices, and emerging technologies to continuously seek opportunities to innovate engagement strategies based on evolving trends and Member preferences

- Gather feedback from Members to assess satisfaction levels and identify areas for improvement
- Use feedback from Members to refine engagement strategies and enhance Member experience
- Provide guidance and mentorship to marketing and communications team members to ensure they effectively execute assigned duties
- Organize events and activities that promote Member interaction, networking, and knowledge sharing and are tailored to the interests of the Members
- Analyze Membership data, conduct outreach campaigns, and develop Member benefits and incentives to increase Membership attractiveness and Member retention
- Establish mechanisms for gathering Member feedback
- Understand the needs, interests, and demographics of the Membership base
- Manage logistics and vendor relationships related to events
- Participate in the recruitment and selection of marketing and communications team members ensuring the team is composed of individuals with the necessary skills and experience
- Oversee training and development initiatives to enhance the capabilities of the marketing and communications team
- Engage with key Stakeholders, Senior Leadership, Board Members, and external partners to communicate progress and solicit feedback
- Address challenges by assessing risks and identifying opportunities to drive improvements
- Ensure Member engagement activities comply with relevant regulations, policies and standards
- Manage risk associated with data privacy, financial management, and all other operational intelligence
- Foster a culture of continuous improvement and exploration of new ideas
- Prepare regular reports on the performance of Member engagement initiatives that highlight key metrics, achievements, and areas of improvement
- Act as Member, Prospective Member, and realtor liaison
- Maintain accurate files and records of Member related paperwork and correspondence. Follow up for signatures as necessary.
- Effectively present information and respond to questions from managers, Members, realtors, and the general public
- Maintain detailed knowledge and understanding of Club by-laws, rules, policies, hours of operations
- Maintain and update NorthStar and other related software with Membership changes

- Conduct tours and new Member orientations
- Follow up with new Members to assess their needs and solicit feedback about the integration experience
- Ensure closing documents are properly maintained and meet Club recordkeeping standard, policies, and guidelines
- Maintain Social Downgrade list and send annual letters with Executive Secretary.
- Obtain photos of new members for Security, website, and club administration.
- Prepare introduction in the form of staff memos of new Members to staff and Membership.
- Organize and maintain rental files and spreadsheets. Schedule calls two months prior to lease and end dates for status.
- Assist the membership with home sale transition, beneficiary information, and transfer of membership
- Prepare and maintain club comparison reports.
- Assist the Membership in using the website and mobile applications.
- Prepare Club wide Welcome eblasts/ posts for new Members.
- Assist with the development of print and online marketing materials for external marketing and brand awareness.
- Coordinate promotional activities including photographers, videographers, reports, etc. in conjunction with Communications Manager.
- Periodically submit member related articles and press releases to print media.
- Assist with developing and maintaining relationships with local media and realtor contacts.
- Assist the Communications Manager in maintaining the private side of the website as well as back office.
- Attend major member events as representative of the brand.
- Productively network in the community, attending public and civic and organizational events as a Boca Woods Country Club representative, and routinely call on established, new and prospective members.
- Provide general clerical and administrative support as needed.

Requirements:

- A bachelor's degree in business management or marketing and 2 years of related job experience preferred.
- Strong oral and written communication skills
- Extensive knowledge in data analysis
- Experience with Microsoft Office and NorthStar applications

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, use hands to handle or feel objects, tools, or controls, talk or hear, taste or smell. The employee is frequently required to walk. The employee is occasionally required to reach with hands and arms. The employee is occasionally required to stoop, kneel, crouch, or crawl.

The employee must frequently lift and/or move up to 30 pounds and occasionally lift and/or move up to 100 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

While performing the duties of this job, the employee occasionally works near moving mechanical parts and is occasionally exposed to wet and/or humid conditions, fumes or airborne particles and is frequently exposed to extreme cold and extreme heat. The noise level in the work environment is usually loud.

Compensation:

§ Salary is commensurate with experience.

This is a full-time position eligible for full benefit package such as:

§ Medical Insurance

§ Dental Insurance

§ Vision Insurance

§ Company Paid Life Insurance

§ Supplemental Life Insurance

§ 401(k) Retirement Savings Plan with Company Match

§ Vacation Time

§ Paid Personal Time Off

§ Holiday Pay

Job Type: Full-time

Benefits:

- 401(k)
- Dental insurance

- Employee assistance program
- Employee discount
- Flexible schedule
- Health insurance
- Life insurance
- Paid time off
- Professional development assistance
- Referral program
- Vision insurance

Schedule:

- Monday to Friday

Ability to Commute:

- Boca Raton, FL 33428 (Required)

Ability to Relocate:

- Boca Raton, FL 33428: Relocate before starting work (Required)

Work Location: In person