

## **DIRECTOR OF MEMBERSHIP & MARKETING PROFILE: PALO ALTO HILLS GOLF & COUNTRY CLUB PALO ALTO, CA**

### **DIRECTOR OF MEMBERSHIP & MARKETING OPPORTUNITY AT PALO ALTO HILLS GOLF & COUNTRY CLUB**

Palo Alto Hills Golf & Country Club set in the serene and natural California landscape at the heart of Silicon Valley, has an extraordinary opportunity to join the organization to serve as the Director of Membership & Marketing. This creative and engaging individual will lead and shape the Club's membership growth and retention strategies while building and fostering relationships with both members and team members. Additionally, he or she will drive the creation and execution of innovative programs to attract new members and enhance the experience and recognition of existing members, all in alignment with the Club's goals and strategic vision.

The Director of Membership and Marketing will oversee the Club's internal and external communications, ensuring that the Club's message resonates across all platforms. He or she will have the unique opportunity to serve as a key liaison to the Board of Directors, working closely with the General Manager to contribute to the club's overall success. This role is ideal for someone who thrives in a collaborative environment, enjoys building relationships, and is passionate about driving growth and engagement within a prestigious club setting.

[Click here to watch a brief video about this opportunity.](#)

### **PALO ALTO HILLS GOLF & COUNTRY CLUB**

Palo Alto Hills Golf & Country Club (PAHGCC) prides itself on innovation and striving to provide exceptional member experiences. The Club was formed in 1958 from the dreams of local business leaders seeking a unique and scenic course with an inclusive community. Today, PAHGCC can be found nestled beside the protected open space of the Arastradero Preserve offering stunning views of the San Francisco Peninsula.

The pride of the Club is an 18-hole, par 72 golf course spanning 128 acres. The course underwent an ambitious redesign in 2022, led by course architect Brian Costello, resulting in the addition of a championship tee, an expanded putting green, and a complete reconstruction of all 18 holes with state-of-the-art bunkers, USGA-specified greens, environmentally sustainable irrigation, and landscaping that better integrates the unique setting of this one-of-a-kind property.

A concurrent upgrade was made to the clubhouse dining facilities, with expanded alfresco options befitting the modern era and the creation of an award-winning patio, Axe's Place. The 360-degree views from the course and property are spectacular. On a clear day, one can see downtown San Francisco from the clubhouse.

Previously, an extensive project was completed in 2010 to expand the Club's services. This included the construction of a 35,000-square-foot fitness center with a spacious workout room, two fitness classrooms, a full-service spa, locker rooms, a babysitting center, and a youth game room. A new infinity pool, grass tennis court, children's playground, kiddie pool, and Poolside Grill were also completed as part of the project.

PAHGCC is now in the process of developing a master plan with an initial focus on the clubhouse and dining facilities renovation. Modernizing the physical appearance while also enhancing function and member amenities is the priority. The end goal is continued innovation and high member satisfaction at this multi-cultural club where diversity reigns and there is truly something for everyone.

### **PALO ALTO HILLS GOLF & COUNTRY CLUB BY THE NUMBERS**

- 625 Members in 4 categories (Proprietary, Social, Young Professional, Senior Emeritus)

- Initiation Fee – Full Member: \$190,000
- Annual Dues – Full Member: \$24,500
- Rounds of golf annually: approximately 38,000
- Approximate Gross Volume: \$19.5M
- Approximate Gross Dues Revenue: \$12.9M
- Approximate F&B Volume: \$4.5M
- Approximate percent a la carte vs. catering: 52% vs. 48%
- Club POS and Accounting Systems: Jonas
- Club is operating as a For-Profit Private Club 1024
- Committees: Board, Compensation, Compliance, Finance, Golf & Greens, Long Range Planning, Membership, Wellness, Youth
- 9 Board Members with annual elections renewing for 3 years
- Average age of members: 57

**PALO ALTO HILLS GOLF & COUNTRY CLUB WEBSITE:** [www.pahgcc.com](http://www.pahgcc.com)

### **DIRECTOR OF MEMBERSHIP & MARKETING – POSITION OVERVIEW**

The Director of Membership & Marketing reports directly to the General Manager/Chief Operating Officer. The major focus of the position is to be a strategic thought partner in sales and marketing to meet the club goals of membership sales and retention, as well as engagement of members and prospects. Philosophically important is that staff is the Club's greatest asset, and the Director of Membership & Marketing must embrace the core value of providing a safe, positive, and healthy culture that treats all teammates with dignity, care, and professionalism.

Responsibilities Include:

- Effectively respond to Club Members and prospective members with inquiries regarding Club Membership and ensure a quality experience and interaction from start to finish.
- Effectively manage the membership and waitlist application process. Prepare/execute Member and Prospective Member correspondence; follow up on all prospective and new member communications.
- Provide tours of Club venues, amenities, etc.
- Perform New Member Orientations, individually or in a group, including a review of the Club rules and regulations and communicating any changes to the membership of the rules and regulations.
- Coordinate and host new and prospective member mixers, membership-related open houses, and member-planned events. Manage the member ambassador program.
- Supervise the CRM member tracking system; maintain confidential information updated, and properly recorded/filed.
- Develop and manage the membership department's annual budget.
- Introduce potential members to club members with similar interests, backgrounds, business experiences, and mutual friends.
- Oversee all club communications strategies, ensuring that brand standards and guidelines are being upheld across all platforms.
- Maintains club history information files.
- Reports approved new members to the Accounting Department and Membership Manager to initiate proper administration of their memberships.
- Ensures that applications are completely and properly filled out, assisting when necessary, and that new members understand the privileges and costs of becoming a member.
- Assures Club bylaws and guidelines are applied and followed in all membership issues and communications.

### **INITIAL PRIORITIES OF THE NEW DIRECTOR OF MEMBERSHIP & MARKETING**

- Observe, listen, ask questions, and learn about the culture and history of Palo Alto Hills Golf & Country Club. Build trust with leadership, staff, and members. Get to know and understand the PAHGCC operation.
- Focus on building and cultivating relationships with all members and team members.

- Become familiar with the membership categories, structure, sales processes, and procedures.
- Evaluate the current club communications strategy. Hire a Communications Coordinator and outline expectations, goals, and priorities.
- Evaluate the Club's strategic plan and pinpoint opportunities to refine and enhance the marketing strategy for optimal success.

## **CANDIDATE QUALIFICATIONS**

- A professional and self-motivated leader who embodies the Palo Alto Hills Golf & Country Club culture.
- The ability to build and develop relationships is of the utmost importance in this role.
- Being respectfully confident and "connected" to the membership and team is critical, as is the ability to work with leadership to deliver a cohesive and inviting club culture and environment.
- Ability to maintain confidential proprietary company information.
- Ability to work well under pressure, handle multiple tasks, and meet established deadlines.
- Have a passion for providing high-quality Member service and a commitment to exceeding expectations.
- Excellent knowledge of Club/Membership practices, regulations, and operational procedures.
- Possess excellent verbal and exceptional written communication skills to interact professionally with a diverse group of executives, managers, members, prospective members, and team members.
- Possessing a proven record of strong organizational, managerial, interpersonal, and communication (verbal and written) skills to achieve maximum sales and an outstanding member experience.
- Excellent understanding of computers and software programs including Microsoft Office (Word, Excel, Outlook, and PowerPoint). Experience with CRM and a working knowledge of social media platforms is desirable.
- Driven and self-motivated with a strong ability to prioritize and multitask.
- A true, confident, diplomatic, and competent industry professional with an engaging and polished presence who has a genuine desire to provide exceptional service.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A bachelor's degree is preferred, with a focus on Hospitality Management.
- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Industry certifications such as CCM, CCE, CMC, or PGA are encouraged but not required
- Minimum of 3 years of relevant experience, preferably in a private club setting or luxury hospitality environment.

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

## **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package, including association membership. Salary Range: \$125,000 - \$140,000; eligible for a bonus.

## **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter in that order using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Mr. David Conforti, CCM, PGA, General Manager/ Chief Operating Officer**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why PAHGCC and the Palo Alto, CA area will benefit you, your family, your career, and the Club if selected.

**You must apply for this role as soon as possible but no later than Monday, November 18, 2024. Candidate selections will occur in mid-November, with the first Interviews expected in early December and the second interviews a short time later. The new candidate should assume his/her role in January 2025.**

**IMPORTANT:** Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Palo Alto Hills”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Alice Stevens: [alice@kkandw.com](mailto:alice@kkandw.com)

**Lead Search Executive:**

Marcie Mills, CCM

Search & Consulting Executive

484-577-6762 (M)- Scottsdale, AZ

[marcie@kkandw.com](mailto:marcie@kkandw.com)