



MEMBERSHIP & MARKETING DIRECTOR THE COUNTRY CLUB OF NAPLES NAPLES, FLORIDA

An exceptional career opportunity to join a dynamic team committed to excellence is now available at The Country Club of Naples.

The Country Club of Naples is widely recognized for its central location, preservation of its natural beauty and top amenities, as well as its progressive and innovative leadership. As a prestigious country club nestled in the heart of Naples, we have a rich history spanning over 60 years in the community. As a traditional, 501(c)(7), invitation-only Club, members and families enjoy a home away from home experience with amenities provided that include a newly built, world class golf course, tennis, pickleball, bocce, dining, and a variety of social engagements.

Mission Statement

Located in the heart of Naples, The Country Club of Naples (CCN) brings people together. The club offers a premier golf course and memorable, shareable experiences that encourage relationship development. CCN offers fresh, inviting facilities, personal service, and a robust slate of social events. The Country Club of Naples is where members become friends.

Club Information:

- 400 Full Member Equivalents (4-year wait list)
Membership Initiation Fee: \$150,000
- Dues: \$18,000 annually combined
33,000 rounds of golf annually
- Overall Revenues \$9 million
- Annual Food & Beverage revenues approximately \$1.5 million
Full Time/Seasonal employees at Peak Season: 80
- 7 Board Members and 6 Committees

Role Overview

The successful candidate will be following up a long-tenured and tremendously valued, retiring team member. This is an amazing opportunity for the right candidate to join a high-performing team in the premier Naples private club market. The Membership & Marketing Director oversees all aspects of membership activity, playing a pivotal role in the success of growing future Club membership and enhancing the membership experience.

The Membership Director is an integral member of the Executive Management team at The Country Club of Naples. A strategic thought partner working closely with the GM/COO, Finance Committee, and Board of Directors, the Membership at CCN.

Key Responsibilities:

- **First Point of Contact:** Serve as the first impression for prospective members, enthusiastically embodying the club's values and culture.
- **Effective Presentation Skills:** Ability to confidently present the club's offerings and benefits to potential members, showcasing the unique aspects of both our club and our membership.
- **Personalized Tours:** Conduct informative and engaging tours of the club, emphasizing key areas and services tailored to prospective members' interests a welcoming atmosphere, and foster lasting relationships.
- **New Member Engagement:** Guide new members through the onboarding and orientation process, facilitating connections with existing members to create embers to ensure their smooth integration and satisfaction, while also addressing general membership feedback in accordance with club standards to enhance the services provided.
- **Communication:** Maintain ongoing communication with new members to ensure their successful integration and satisfaction within the club as well as address general membership comments in line with club standards, using this feedback to enhance the services provided.
- **Comprehensive Membership Management:** Oversee all aspects of membership operations, including enrollment, retention, resignations, transfers, and compliance with By-Laws.
- **Innovative Marketing Strategies & Industry Trend Analysis:** Develop and implement strategic marketing initiatives to strengthen the Club's brand and overall image and keep informed about the latest industry trends, including demographic and market segmentation insights.
- **Cross-Department Collaboration:** Collaborate with internal teams to ensure brand consistency and alignment across all areas of the club.
- **Budget Oversight:** Create and manage the departmental budget, monitoring expenses and implementing corrective actions as necessary to achieve financial targets.

Qualifications / Skills:

Bachelor's degree in related field is preferred.

Proven track record with a minimum of 3 years in membership and/or related field within the hospitality or club management industry.

The candidate must have demonstrated skills, knowledge, and experience in the design and execution of membership, marketing, and communications plans.

Prior website and app administration experience preferred.

Strong oral and written communication skills.

Strong knowledge of Naples or comparative club market required.

A passionate individual who is a self-starter with a desire to chase excellence and consistently exceed expectations.



Compensation and Benefits

Salary commensurate with experience. The Country Club of Naples offers a comprehensive benefits package including vacation and PTO, paid sick leave, health, dental and vision insurance, an HSA health insurance option with Club contributions, Life, LTD and STD insurance, 401(k) plan with Club match and immediate vesting, continuing education and professional development. An annual performance bonus will be available in addition to base salary and sales commissions, subject to the successful completion of mutually established and agreed upon goals and objectives.

How To Apply

If you are a dedicated professional with a passion for hospitality and club management, we invite you to apply for this exciting opportunity. Please submit your resume and cover letter detailing your qualifications and relevant experience to Blayne Gilbert, GM/COO, via email at bgilbert@ccnaples.net

Join our team and be part of our tradition of excellence!