



## **Membership Relations & Communications Manager**

### **About Vesper Country Club**

Vesper is a private member owned family-oriented club edged on the banks of the Merrimack River. A refined yet inviting atmosphere that sets the standard for New England clubs. Vesper is rich in history and tradition, committed to providing a fun and inclusive country club experience for all members and guests. The club was established in 1875 and has 450 members. Vesper includes an 18-hole championship Donald Ross course, 4 tennis courts, 4 pickleball courts, a swimming pool with splash pad as well as a main clubhouse and golf house. The main clubhouse features multiple member dining areas, a 140-seat ballroom, and private meeting rooms. The golf house includes men's and women's locker rooms, golf shop, and casual member dining space and bar. The club is open 6 days a week in season mid-April through November and limited days in the off season. The club is closed for the months of January and February.

### **Job Summary**

The Membership Relations and Communications Manager is responsible for fostering strong relationships with members, driving membership growth, retention, and engagement for the club. This role includes coordinating membership initiatives, developing marketing strategies, and maintaining consistent branding to enhance the club's reputation and member satisfaction. This role ensures an exceptional experience for all members by promoting the club's amenities, managing member communications, and fostering a welcoming environment.

### **Key Responsibilities**

#### **Membership Growth and Sales**

- Develop and execute membership recruitment strategies to achieve growth goals.
- Proactively identify and cultivate relationships with prospective members.
- Conduct tours, presentations, and events to showcase club amenities.
- Oversee onboarding processes to ensure new members are effectively integrated and supported.
- Maintain an active presence in the community to promote the club and identify potential members.

#### **Member Retention and Engagement**

- Implement retention strategies to enhance member satisfaction and minimize attrition.
- Monitor and analyze membership trends, identifying opportunities for growth and retention.
- Serve as the primary point of contact for member inquiries and concerns.
- Assist with the planning and execution of member events, programs, and activities to encourage participation.
- Collaborate with department heads to deliver high-quality services and experiences.
- Regularly assess member needs and satisfaction through surveys and feedback mechanisms.

### **Administrative Duties**

- Manage CRM database for prospective members, ensuring accurate and up-to-date information and timely correspondence.
- Prepare reports on membership trends, recruitment efforts, and retention rates.
- Update annual bylaws and rules and regulations for club platforms.

### **Marketing and Communication**

- Design and implement a comprehensive communications plan, optimizing timing, frequency, and targeting to maximize member engagement.
- Create promotional materials and campaigns to attract new members.
- Utilize member data to create personalized, relevant messaging that aligns with their preferences and enhances their experience.
- Manage all membership communications, including email newsletters, event flyers and announcements.
- Maintain the club's website, mobile app, texting platform, and social media platforms with relevant content.
- Capture compelling photography and video content to highlight key moments and enhance member communications.
- Represent the club at networking events, trade shows, and community activities.
- Collaborate with club management to promote club activities, events, and services effectively.

### **Education and Experience**

- Bachelor's degree and 5+ years' experience in hospitality, event management, marketing, communications, sales, or customer relations.
- Prior experience in private clubs, high-end hospitality, or membership-based organizations is a plus.
- Advanced knowledge working with Microsoft Office Suite, CRM, Jonas Software, Canva, Facebook, and Instagram platforms.

### **Compensation and Benefits**

- Competitive Salary Based on Qualifications and Experience
- Holiday Bonus
- Cellphone Allowance
- Complimentary Meals
- Paid Time Off (Vacation, Holiday, Sick/Personal)
- Health/Dental/Vision/Life
- 401K with Employer Match

Please submit a resume and cover letter to:

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