



**Position Title: Director of Communications
& Membership Administration**

Lakewood Country Club

Dallas, Texas

<https://www.lakewoodcc.com>

Department: Administrative & General

Reports To: General Manager

CLUB AND POSITION OVERVIEW

Established in 1912, Lakewood Country Club was Dallas' second 18-hole golf course. Originally designed by Scotsman Tom Bendelow, it is located on 129 acres at the corner of Abrams Road and Gaston Avenue, the perfect location to be enveloped by Dallas residents as it grew into Texas' third-largest city. The club is very successful today with a waiting list of over three years. It has truly become a second home for its 1,100 plus member families, of which 90% live within three miles from the club.

The club is so popular year-round that it does not really experience a peak season. Even during the heat of mid-summer, the pool and its surrounding dining and social areas become the epicenter of unprecedented dining and social activity. Golf rounds consistently exceed 30,000 annually.

The club seeks a department head to develop and lead all club communications processes and initiatives who is experienced and expert in all aspects of club business communications and marketing. Communication with the club's membership, the surrounding Dallas community and all levels of club employees is critical using all means of social media. There will be additional duties and responsibilities which involve working with executive management and the Membership Committee.

LAKWOOD COUNTRY CLUB BY THE NUMBERS

- Gross revenue: \$18 MM
- Food & Beverage revenue: \$5 MM, of which 85% is from a la carte dining
- 58,000-square-foot clubhouse
- Total membership: 1,100 + families with a three-year wait list
- Initiation fee: \$80,000
- Full member dues: \$10,980 annually
- Tom Bendelow 18-hole championship golf course; redesigned in the 1950s by Ralph Plummer; redone in 2013 by Coore & Crenshaw
- Practice range
- Golf pro shop
- Men's and women's locker rooms
- Five a la carte dining venues seating a combined total of 400
- Banquet room seating 300 wedding sit-down / 400 cocktail reception
- Wine room with wine cellar
- 3,000-square-foot fitness center
- Fitness center "Kidz Club" for child minding
- Two massage rooms
- Recreational swimming pool with baby pool and snack bar
- Eight hard-surface, lighted tennis courts
- Tennis pro shop
- One pickleball court
- 300-plus employee peak season; 175 full-time year-round

POSITION SUMMARY

Lakewood Country Club seeks a qualified candidate for its Director of Communications & Membership Administration position. This is an exciting leadership position responsible for conceptualizing, devising, implementing and maintaining all club communication strategies to achieve the best results.

As the Director of Communications & Membership Administration, you will coordinate and direct all membership and communication activities to promote the services, facilities and benefits of the club, in conjunction with the club's overall mission and vision statements.

This position's overall goal is to further develop a positive relationship with the club's membership while growing membership and reducing attrition with superior support, service and communication to the membership. This is the "go-to" club executive dedicated to taking care of all membership-specific questions and concerns.

ESSENTIAL RESPONSIBILITIES (INCLUDING BUT NOT LIMITED TO)

Communication and Services:

- Welcoming new club members; meeting and greeting all club members as practical during their visits to the club; arranging or conducting introductory club process to new members; and setting up new members with the website and club app.
- Using online email marketing software and the club website (public and private) as useful tools for accurate and real-time information on the entire club; updating information regularly with current news, upcoming events and other pertinent information.
- Handling issues and complaints as professionally as possible, assisting with any questions and troubleshooting any technical difficulties with any of the club's website access while updating it daily along with all other club online technology.
- Attending all relevant operational meetings and various member committee meetings as necessary.
- Completing daily, weekly and monthly reports as required.
- Taking the lead role in publishing periodic newsletters for members and other communication as needed; assisting department managers in drafting/creating articles/information for publication.
- Maintaining the club events calendar, publishing event photos on the website gallery, updating the employee directory as required on the website and making all other website updates as needed regularly to ensure all information is fresh and accurate.
- Drafting conceptual designs for events or other special promotional flyers/marketing collateral and communications.
- Communicating regularly with other management team members to discuss activities, goals, plans and member input.
- Maintaining all club communication brand standards, fonts and formats in all member communications and signage.
- Completing special projects and duties as requested by the General Manager.

Membership:

- Communicating daily with the General Manager to ensure a coordinated effort at providing a year-round quality experience for members and guests.
- Becoming very familiar with member rules and regulations.
- Welcoming new club members; meet and greet all club members as practical during their visits to the club. Arrange and conduct the introductory process for new members.
- Communicating with prospective members, welcoming them to the club, going through the membership package and arranging a tour and prospective member hosting.
- Developing welcome letters, directory, rules/regulations binder and website orientation.

- Scheduling and attending new member orientation with the General Manager.
- Attending member events and functions and assisting with planning, as requested.
- Communicating regularly with other club leadership team members to discuss activities, goals, plans and member input.
- Using direct mail, email and the club website (public and private) as useful tools for accurate and real-time information on the entire club and community; being apprised of all current news, upcoming events and other pertinent information.
- Handling issues and complaints as professionally as possible and being a club ambassador on and off the property at all times.
- Attending all relevant and vital operational meetings.
- Completing daily, weekly and monthly reports as required.
- Assisting the General Manager and Controller in preparing all membership plan documents to send to new members.
- Managing the membership paperwork and filing; keeping all member files current.
- Assisting in the marketing and membership relations programs to promote the club's services and facilities to potential and present members.
- Assisting with other duties as requested by the General Manager.

KNOWLEDGE AND SKILLS

- The ideal candidates will understand and possess the ability to keep confidentiality an utmost priority in an environment where membership information must always be kept secure and private.
- Possess strong written and oral communication skills and be motivated to make positive recommendations for change; be detail-oriented and possess the ability to multitask both written and verbally.
- Be able to function under pressure, set priorities and adjust to changing conditions.
- Possess excellent time management skills.
- Be able to listen and communicate (both in written and verbal forms), possess excellent grammar, spelling and proofreading skills, and follow up effectively with all staffing levels and clients/customers.
- Be a self-starter, energetic and organized.
- Possess good organizational and motivational skills with the ability to work independently as well as with a team.
- Possess a high degree of administrative and executive ability, especially in terms of problem-solving and decision making.
- Maintain a strong work ethic with a sense of responsibility for the role within the team.
- Maintain regular and reliable attendance.
- Possess a strong sales ability.
- Be computer literate, possessing skills in Microsoft Office and Outlook, including word processing and spreadsheet applications. Other applications necessary include Excel, PowerPoint, Publisher, Adobe Creative Suite, In Design, Illustrator and Photoshop. Be able to implement new systems.
- Creativity, attention to detail and strong organizational skills are necessary.
- Be professional in appearance with a pleasant and mature demeanor.

- Maintain a passion for providing high-quality member service and a commitment to exceeding expectations.
- Work with other departments to bring together resources and ideas that will help attain club goals.

EDUCATION, EXPERIENCE AND ADDITIONAL QUALIFICATIONS

- A four-year bachelor's degree in communications, marketing, English or other related course study.
- Minimum five years previous experience as a Communications Director with some knowledge of membership activities at a private club, resort or high-end golf facility. Luxury residential community experience preferred.
- Similar communication background in hospitality or private club industry.
- PCMA certification preferred.
- Previous experience in PR and written corporate communications is preferred.
- Must possess a valid driver's license.
- The final candidate must pass all background and pre-employment testing and verification. The position does require a full background report (criminal, general background, driving, work history, employment verification, reference checks, sexual registry and credit history), all cleared and approved before employment award.

SALARY AND BENEFITS

- This is a full-time salaried position with a full benefits package.
- Health, dental and vision insurance per the Lakewood Country Club employee benefits package
- Life and AD&D insurance
- Long-term and short-term disability
- 401(k) plan with employer match upon completion of eligibility requirements
- Competitive salary commensurate with qualifications and experience, with potential for performance bonus
- Professional association dues

Individuals who meet or exceed the established criteria as detailed in this position profile and posting are encouraged to send both a cover letter and resume.

CONTACT INFORMATION – WHERE TO SEND ALL DOCUMENTS

Note: The preferred method of contact is email. Please send your cover letter and resume in PDF format, attached via email with the subject line: Lakewood CC, Dallas, Communications. If sending via regular mail, please mark – Lakewood CC, Dallas, Communications – on the outside of your envelope. Thank you.

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