

Membership Marketing Director
North Carolina State University Club
Raleigh, North Carolina

www.ncsuclub.com



[Watch a short video here.](#)

The Organization

Founded in 1961, the North Carolina State University Club serves as a vibrant home for NC State supporters, including faculty, staff, alumni and friends of the University. The facility was made possible through a gift from the Z. Smith Reynolds Foundation, Inc., and over time, membership expanded beyond its original faculty and staff base to include a broader University community. Today, the Club remains a uniquely family-oriented private club, governed and controlled by its membership.

The Club enjoys an active and engaged roster of more than 1,000 members and is supported by a dedicated team, including several long-tenured employees who are highly respected by the Board and membership. In recent years, the Club has embarked on a \$25M master plan, completing phases one and two with a new clay tennis court complex, pickleball and padel complex, reflecting its continued commitment to modernization and long-term excellence.

Athletics and wellness are central to life at the University Club and the Club features USTA outstanding facility award winning nine Har-tru clay lighted tennis courts, a dedicated practice area, alongside eight pickleball courts and two padel courts that support vibrant year-round play and strong member engagement.

Beyond racquet sports, the Club offers one of the region's most attractive aquatic complexes, including a 250,000-gallon pool, diving well, six 25-yard lap lanes, water slide, expansive shallow area, gated toddler pool and a salt-water lap pool. Additional amenities include a scenic Par-3, six-hole golf course overlooking the NC State Veterinary School, as well as the Devan Wolfpack Fitness Center, open seven days a week with robust programming and high levels of member satisfaction.

Club life is further enhanced by traditional member dining and a full calendar of member events and traditions that reinforce a strong sense of community and year-round engagement. With an active membership, continued capital investment and outstanding athletic amenities, the Club presents an exceptional opportunity for a Membership Marketing Director to lead, elevate and grow the member community within one of North Carolina's most distinctive private club environments.

The Club is located in Raleigh, Durham, Chapel Hill area and is among the consistently top ranked places to live in the country, with affordable housing, great family activities and excellent primary and secondary education.

MEMBERSHIP DETAILS

- Number of Members: 1082
- Member breakdown: Faculty and Staff, Alumni, Centennial Corporate Partner, Friends of University Club, Legacy, Non-Resident.

Position Overview

The Membership Marketing Director serves as the key ambassador and representative for the Club and is responsible for all aspects of membership sales and sales management as well as Club marketing and member communications. Specifically, this includes member recruitment, sales coordination, integration and on-boarding, retention and member experience. Additionally, this will include member programming and creation, execution and monitoring of the Club marketing plan. The Director ensures all member-facing processes, systems and touchpoints operate with excellence, consistency and impact.

Responsibilities

- Responsible for creating, monitoring, executing and updating the Clubs marketing plan.
- Responsible for introducing and expanding awareness of the Club as a full-service private club in Raleigh, North Carolina.
- Must foster and maintain relationships with current and prospective members as well as competitors, community leaders and industry peers.
- Responsible for gathering local and regional market intelligence and represent the Club effectively in the marketplace.
- Develop and manage a sustainable source of prospective members through strategic efforts to include lead generation, outbound sales efforts, networking and cultivating member referrals.
- Establish and maintain a robust and detailed database of prospective members and current members ensuring proper and useful information and demographics are captured and kept up-to-date and effectively leveraged to achieve membership retention and acquisition goals.
- Ensures all department managers and staff are aware of new members, member prospects on a consistent basis, act as a leader and mentor to department leaders in the recruitment and retention of members.
- Plan scheduling tasks to be highly visible and accessible to members and their guests.
- Conduct facility tours, entertain prospects and host awareness events for potential and current members.
- Plan and execute an effective new member orientation program that includes introductions to key staff and introduces all services and amenities to all new members.
- Must be able to communicate effectively with management and staff.
- Manages and executes all social media outlets and Club communications in accordance with Club standards to include the monthly newsletter.
- Seeks approval of all communications from the Club in any form from the General Manager prior to execution.

- Develop, manage and execute a comprehensive social media campaign in accordance with Club standards.
- Listens to and respond to the comments, requests and questions from the members and the staff of the Club. Communicate with the customers and solicit their input (good or bad).
- Monitor member satisfaction, analyze trends and drive continuous improvement to the member journey.
- Lead the adoption, optimization and evolution of CRM tools to support forecasting and reporting.
- Makes sure that the customer leaves satisfied; settles any disputes while maintaining good customer relations.
- Maintains a safe, clean and healthy environment for all the members, guests and staff, ensuring all safety rules are followed.
- Responsible for enforcing the rules of Club.
- Must adhere to and administer all policies and procedures of the Club in accordance with established standards.
- Assists in the creation of the annual marketing budget and responsible for deliverable financial results.
- Adhere to the dress code and all of North Carolina State University Club policies.
- Performs other duties as assigned by the General Manager.
- Writes and edits all Club related news for the club publications, submits for approval through proper channels.
- Attend all staff and management meetings.
- Ensures a full complement of member events are properly planned, executed, marketed and reported on per Club standards.
- Maintains an accurate record of all membership files, membership counts; provides written reports on a monthly.
- Participates on all committees related to membership as requested by the General Manager.
- Ensure that all members and guests receive courteous, prompt and professional attention to all their needs.

Qualifications and Experience

- Bachelor's degree in Marketing/Sales/Communications.
- Minimum of five years of private club membership marketing experience.
- Ideally demonstrated success in membership sales, including pipeline development, forecasting and closing.
- Strong written and verbal communication skills, with the ability to build trusted relationships with members, staff and Club leadership through diplomacy, clarity and professionalism.
- Ability to work evening, weekends, events as required.
- High ethical standards and personal integrity consistent with leadership expectations in a premier private club environment.

Competitive Compensation

The Club offers a competitive compensation package appropriate for a senior leadership role. In addition to a base salary, the Director is eligible for commission on membership sales and a performance-based incentive bonus.

- Individual and family health, dental, vision and life insurance

- 401k with an employer contribution
- Vacation and paid time off
- Relocation assistance
- Professional association dues and continuing education allowance
- Uniform allowance

North Carolina State University Club is an Equal Opportunity Employer.

To be Considered

PLEASE SUBMIT A COVER LETTER AND RESUME

A full background check will be conducted on final candidates. Qualified professionals are invited to submit materials to:



Scott McNett
Managing Principal

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