

Candidate Profile

Membership Director
The Springs
Rancho Mirage, CA
www.thespringsrm.com



Organization

The Springs Community is a private, gated community located in Rancho Mirage, California, consisting of 817 residential units, 18-hole golf course, a 48,000 sq. D. clubhouse facility, a snack bar, fitness and tennis centers featuring the full array of exercise and gym equipment, saunas, massage rooms and 12 tennis/pickleball courts. Founded in 1975, the community has appealed to well-heeled and discerning buyers, and today it remains one of the original private clubs of the Coachella Valley. Currently, the clubhouse is concluding on \$4.2 million renovation project, which will transform all dining and lounge facilities into a vibrant and contemporary setting, and significantly expand outdoor patio dining. The Springs Community Association acquired all of the club-related assets as of November 1, 2019.

DINING FACILITIES:

- Causal to formal dining room seating up to 120
- Lounge and bar area with seating
- Outdoor dining (capacity TBD)
- Four separate private banquet rooms available for dining, speaker events and other social activities
- Outdoor event lawn and space to host larger events
- Snack Bar (Oasis), casual dining with 56 seats

The Club operates 12 months annually and closes June-August with limited facilities available.

Position Summary

The Springs is searching for an enthusiastic and innovative person who possesses a passion for service. He or she must have outstanding interpersonal skills and a courteous and friendly demeanor to interact with The Springs residents, club members, other team members, and prospective new members. The ideal candidate will possess excellent communication and management skills with a strong successful track record in program creation and development as well as a background in membership sales. He or she must also provide a strong level of member service as well as providing value to our members.

The Membership Director will be the “go-to” person for all new member questions and will be able to direct people to the appropriate department for answers. He or she will help residents and ensure that all support and service is conducted and fulfilled in a way that is consistent with associator goals, standards, and procedures. He or she will have day to day interaction with new members, current members and tenants, providing them with information relative to their membership or becoming a member at the Springs. This position will develop and implement programs, projects and activities designed to increase and retain membership in the club.

Responsibilities

- Welcome all new members and provides an orientation with them to review The Springs amenities, rules, and regulations
- Reply to applicable comments generated from the community's residents' suggestions box or other input methods
- Provide new members and prospective members with a tour of all facilities
- Coordinate with the on-site office regarding membership information
- Develop a strong membership sales/marketing department with continued growth and retention
- Answer membership inquiries via email, phone calls and walk-in requests within 24 hours
- Organize and maintain relevant files and documentation
- Develop, proof and edit the Member Roster on an annual basis
- Send out acknowledgment and thank you letters to applicable parties
- Ensure the quality of the member service activities. Formulate general plans and oversee their implementation towards achieving member service excellence at The Springs.
- Perform other duties and projects as required by the General Manager

Requirements

- Bachelor's degree preferred
- Experience in digital and traditional marketing/advertising
- Basic understanding of social media platforms
- Knowledgeable and comfortable playing the game of golf with potential and existing members
- High degree of accuracy and attention to detail
- Strong interpersonal and customer service skills
- Ability to multi-task, prioritize job tasks, and work efficiently
- Ability to effectively present information and respond to questions from co-workers, residents, and vendors
- Good verbal and written communication skills
- Proficiency in MS Office software
- Since driving a vehicle during the scope of employment may be necessary, incumbent should possess a valid California driver's license

Compensation and Benefits

- Base salary with commissions
- Benefits package includes health/dental insurance, paid time off, 401k matching program, and life insurance.
- The club will offer continued Professional Club Marketing Association membership
- Relocation assistance

Resumes Should Be Submitted by June 21, 2021

Professionals who meet or exceed the established criteria are encouraged to contact:

GSI Executive Search, Inc.
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