

DIRECTOR OF MEMBERSHIP AND MARKETING PROFILE: NORWOOD HILLS COUNTRY CLUB ST. LOUIS, MO

THE DIRECTOR OF MEMBERSHIP AND MARKETING OPPORTUNITY AT NORWOOD HILLS COUNTRY CLUB

Norwood Hills Country Club (NHCC) has a tremendous opportunity for a highly qualified, capable, and motivated individual to become the Club's new Director of Membership and Marketing (DOMM). This role will be responsible for developing and implementing marketing initiatives designed to attract, increase, and retain members in the Club. As "Brand Ambassador," the DOMM will be the primary communicator toward enhancing the brand of the Club and interacting with members and prospective members, as well as other constituency groups who contribute to and influence the well-being and significant quality lifestyle provided by NHCC.

[Click here to view a brief video about this opportunity.](#)

NORWOOD HILLS COUNTRY CLUB

With nearly a century to refine their magnificent facilities, Norwood Hills Country Club continuously strives to be a place where its members can always enjoy a day filled with pleasurable acquaintances, relaxation, and the simple joys of life. Norwood Hills Country Club has many amenities to offer its membership, including indoor and outdoor dining facilities, private meeting rooms, a beautiful grand ballroom, two 18-hole championship golf courses, outstanding golf practice facilities, a beautiful swimming pool and pool house, excellent tennis courts and instruction, as well as, a spacious fitness center. The Norwood Hills staff goes above and beyond to ensure their member's wants and needs are exceeded.

From their outstanding Junior Golf program including a Junior PGA team to their highly competitive, yet fun, men's and women's club championships, Norwood Hills golf offers something for everyone. Over the course of 90 years, Norwood has been the home to more than 18 state champions. During that time, either a past or present member of the club has won the state championship in every decade since the club was founded. Several of these members have gone on to compete in and win national championships.

The East Course at Norwood Hills has remained relatively unchanged since 1922, giving it a very classic feel that is unrivaled in the Midwest. The West Course has a rather elite history of hosting events, boasting the 1948 PGA Championship, the 2001 USGA Senior Amateur Championship and the 2018 USGA Women's Mid-Amateur Championship, just to name a few. Norwood was named as a PGA Champions Tour stop and Host of the Ascension Charity Classic through 2023.

The Club takes pride in their fantastic golf courses, but member enjoyment continues well beyond the links. The 61,000 square foot Clubhouse offers members the opportunity to enjoy the essence of Norwood Hills through camaraderie and social events that are held year-round and are tailored to fit the lifestyles and needs of all members. The summer months bring families together at the resort style swimming pool and tennis courts. The Club's highly recognized golf and tennis instructors have developed robust Junior programs in golf, tennis, and swimming which are enjoyed by the younger members as well as a terrific Summer Camp.

The current Board of Directors has embarked on a multi-year capital master plan which includes significant spending to conserve and refresh portions of the club in addition to adding new amenities to attract and retain members.

NORWOOD HILLS COUNTRY CLUB BY THE NUMBERS:

- Founded in 1922
- 600-members
- \$10,000 - initiation fee
- \$7,380 - annual dues
- \$9.57M gross dollar volume
- \$2.7M in annual F&B
- Total number of employees – 175 peak; 85 non-peak
- Member Owned for Profit Corporation
- Average age of members - 59
- Union Food and Beverage

NORWOOD HILLS COUNTRY CLUB WEB SITE: www.norwoodhills.com

DIRECTOR OF MEMBERSHIP AND MARKETING JOB DESCRIPTION

The Director of Membership and Marketing (DOMM) role reports directly to the Norwood Hills Country Club GM/COO and works collaboratively with him, the NHCC Team and the Membership Committee comprised of members, generally with experience in this area. A major portion of the DOMM's efforts will be to act as the lead representative for initiating and developing creative marketing programs, engaging prospective new members, and generally being the overall 'brand ambassador' for NHCC. Developing internal and external leads, cultivating business relationships, and leveraging corporate memberships are priorities.

This role requires exceptional strength in communications, both written and verbal, as well as knowledge of appropriate and necessary CRM and SEO tools to strategically enhance NHCC's presence and brand awareness in local, national, and international markets. Utilizing appropriate and relevant social media and other technological tools is critical, as is the knowledge of, or quick assimilation of understanding and implementation of website optimization and other digital marketing strategies and positioning.

Personal presence is crucial, as well as a comfort with making presentations, both internally and externally, and with multiple constituencies. Working effectively and naturally in front of large and small groups, considering, and presenting accurate and desired information and analytics are part of the role, requiring skill for gaining buy-in, support, and confidence from such groups.

Having current or previous membership marketing experience is helpful, but not required. The successful candidate will be outgoing, hospitality oriented, persistent, collaborative, focused, relevant to current trends, and possess a positive 'can do' attitude. Many of the activities that will flow through and be part of the DOMM's role are new and require an exceptionally strong attention to detail, ability to manage multiple priorities, and work effectively with a diverse array of individuals and motivations, while also setting strategic objectives and measuring their effectiveness.

The Director of Membership and Marketing must be a relationship builder, understand relationship sales strategy, be a good listener, and be successful in winning the trust and confidence of members, guests, prospective members, and community influencers.

KEY PRIORITIES OF THE DIRECTOR OF MEMBERSHIP AND MARKETING

'Hitting the ground running' is a key expectation of the new DOMM, but equally important are the following key points of initial focus and concern:

- Spend considerable time learning about Norwood Hills Country Club, its team, its members, the community, and the history of the Club; be exceptionally visible, interactive, and present.
- Quickly review and understand the website marketing programs, collateral materials, key relationships both internally and externally, and working with the GM/COO, AGM, Communications Manager, and Membership

Committee to develop an actionable marketing plan with SMART goals---specific, measurable, attainable, relevant, and time sensitive. Develop a strong local market awareness in addition to broader scale and focused programs.

- Do market research and understand what similar local/regional/national properties have/do to compete with NHCC; benchmarking is necessary and helpful to create the NHCC plan.
- Perceived as the ‘thought leader’ in this area of NHCC operations is critical; developing strong, positive, energized relationships early in one’s tenure is critical.

CANDIDATE QUALIFICATIONS

- Ideally, a minimum of 5 – 7 years’ experience in Membership, Marketing, and Sales responsibilities, with prior experience in a Club and Marketing/Membership Committee is preferred. Experience in a hospitality environment is required.
- Proficiency and experience with the suite of Microsoft products and Photoshop.
- Experience with website development and maintenance is required.
- Dynamic interpersonal communication skills, and a natural ability to positively engage a wide array of constituencies is critical.
- Possessive of creativity and strategic skills in mapping, analyzing, and executing marketing programs to differentiate NHCC.
- Demonstrated creative writing skills and exceptional proofreading ability/attention to detail is required.
- Highly organized and possessive of a professional demeanor, a gracious attitude, and the ability to interface with a luxury clientele; demonstrated ability to establish and maintain effective working relationships with all departments, team members, current and prospective members, business partners, committees, and the local community.
- A strong desire to live and work in St. Louis and embracing of the potential variation of time commitment and flexible work hours necessary to be effective in this role, including the need to occasionally work nights, weekends, holidays, etc., as necessary to fulfill the ‘brand ambassador’ role.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

Preferably, a bachelor’s degree in Marketing, Hospitality, or Business Administration, with a commitment or historical involvement in on-going professional development certification programs.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience, and NHCC offers a comprehensive benefits package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter (in that order) using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process.

Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary.

Your letter should be addressed to Stephen Hartman, General Manager/COO, and clearly articulate why you want to be considered for this position at this stage of your career and why NHCC and the St. Louis area will be beneficial to both you and the Club if selected.

Expressions of interest in this matter should be conveyed to our Firm no later than April 1, 2020. Interviews will likely occur in mid-May with the successful candidate likely in place in Summer 2020.

PLEASE NOTE THE IMPORTANCE OF THE FOLLOWING PRESENTATION OF YOUR PERSONAL INTEREST AND QUALIFICATIONS. YOU MUST SUBMIT IN THE NOTED MANNER!

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter Norwood Hills Country Club”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Holly Weiss: holly@kkandw.com

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