



Shelter Harbor Golf Club – Charlestown, Rhode Island

Membership Community & Engagement Manager

About the Club

Shelter Harbor Golf Club is only two years away from celebrating 20 years as one of New England's leading Golf Clubs with a nationally recognized set of golf courses and facilities that stand above in quality and accessibility. Beyond what they have built in their physical structures, what also distinguishes Shelter Harbor is the commitment of their leadership to deliver unassailable service and quality to their Members. The Membership prides themselves on being a community that is accepting, inclusive, and ever-adapting to improve and adapt. With nearly two decades behind them, they are now in need of adding new talent to meet the continued growth of the business.

About the Opportunity

Join the Shelter Harbor team as a Club leader and ambassador responsible for promoting the Club's Mission, Vision, culture, and customs to existing and future members. This is a newly created role created specifically to be the person who can be the leader to carry forward the initiatives outlined in the Club's Community Building and Member Engagement Strategic Plan. The goal of this new and exciting Plan is to create and nurture opportunities in a unique way for members to experience the value of the deep community of the Shelter Harbor Club Membership to further enhance member engagement and relationships, usage, and satisfaction.

As the Membership Community & Engagement Manager, you will also be responsible for overseeing and implementing the Club's communications plan to keep members informed, engaged, and connected through creative and compelling processes, methods, and platforms.

Create an Amazing Member Community for the Club!

- Develop and maintain strong relationships with existing members to encourage participation in club events and drive member satisfaction.
- Engage personally with members and their families to promote the value and benefits of developing new relationships with other Club members who share common interests and passions.
- Create and implement community-building programs, events, and processes for current members and membership candidates on the waiting list; support the Club's committees to ensure these principles are integrated into existing activities.
- Lead and facilitate the new member enrollment process and orientation program, ensuring proper education on the Club's amenities, activities, rules and regulations, and introductions with key staff and fostering introductions with existing members who share common interests and passions; create a modified version as a refresher course for existing members.

Create a Compelling and Exciting Communication Process for the Club!

- Develop a comprehensive calendar of Club communications that outlines timing, frequency, audience segmentation, messaging, and calls to action.
- Work cross-functionally across the Club with other Leaders (e.g., Executive Chef, Clubhouse Manager, Golf Professionals, etc.) to assist in ensuring excellent communication from each of these areas.
- Develop measurements and metrics (i.e., open rate, page visits, logins, etc.) to determine the effectiveness of Club communications.



- Produce and deploy on-brand Club communications and content across print, digital, web, and social platforms that are personalized/customized, timely, and effective with calls to action that drive engagement and Club usage.
- Foster a culture of meticulous data gathering among the department heads to capture members' interests, preferences, and behaviors to understand usage and apply to database segmentation to create more customized and personalized communications.
- Develop systems to measure and monitor statistics and patterns for member engagement and Club usage.
- Serve as the main resource for photography and video content to capture "membership moments."
- Potentially, hire and lead a Communications Coordinator to assist in fulfilling the mission and goals of your area of responsibility.

What makes you ready for this exciting new position?

- Awareness and respect for the ambiance, culture, taste, and expectations of the members and guests of Shelter Harbor Golf Club.
- Excellent written and verbal communication skills and excellent presentation skills.
- Able to develop creative and effective communications campaigns that will engage members.
- A savvy brand-builder skilled in relationship-building and networking.
- Appreciation and understanding of the game of Golf.
- Extremely well-organized with a strong ability to execute against a plan and set priorities effectively.
- Highly focused on delivering superior member experiences to members and guests.
- A high degree of integrity to represent the best interests of the Club and its Members and to maintain the confidential nature of much of the information trafficked.
- Proficiency in business software applications including, but not limited to, Microsoft® Office and club-related software platforms.
- Well-versed in all relevant communications and media platforms, with a keen understanding of how each is best employed to engage with members of the Shelter Harbor Golf Club.
- Understanding and experience using graphic design tools and programs.
- Knowledgeable about media platforms (website, social media, e-bulletins, etc.)
- Experience managing digital content.
- Genuine curiosity about how to utilize technology and data to further both community and communication innovation and excellence

What you have done before:

- Achieved a bachelor's degree in Marketing, Business, or Communications, or a related field.
- Succeeded for a minimum of five years of experience in membership services and communications, preferably in the hospitality, private club, and/or golf industries.
- Experienced working with sophisticated and high net-worth clients.
- Maintained a professional career "track record" of achievement and relative employment stability - not a record of job movement every two to three years.



How will your success be measured in this unique role?

Our Membership Community & Engagement Manager is expected to make a positive impact in the following areas within the first year at the Club:

- Successfully transition into the new role of the Membership Community & Engagement Manager and has been welcomed and embraced by the membership and staff as a key ambassador who seeks to build relationships by being visible, accessible, and engaged.
- You've applied critical thinking and identified and activated opportunities to nurture a strong, inclusive, and deep sense of community within the membership.
- Established and executed a high-quality communications plan that includes a mix of channels that include print, digital, email, video, and social platforms.
- Implemented systems to capture and track member usage and engagement.
- You have implemented a comprehensive new member orientation and onboarding process that educates new members on how to use and enjoy the Club and engages and socializes them with fellow members and staff.

How to be considered for this opportunity:

Check out the Club's website <https://www.shgcri.com/> and provide a compelling cover letter that says why you think you would be great for the Shelter Harbor team along with your resume that details your cumulative work experiences that match the qualifications above to news submissions@denehyctp.com. Please include the subject line: **SHGC – Membership Community & Engagement Manager**.

Cover letters should be addressed to:

Ms. Barbara McAuliffe
Senior Consultant
DENEHY Club Thinking Partners
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Please contact Barb McAuliffe at 203.319.8228 or by email barbara@denehyctp.com with any questions or candidate recommendations.