

Director Membership, Footfall & Marketing

Role Description

**Purpose of the role:**

To support growth & maintenance of membership levels of the club by ensuring the member offer and experience exceeds expectations. Assist in the development of packages and activities which are attractive to target demographics. To maximise footfall at the Club from visitors, societies and corporates and to coordinate marketing activities to promote all aspects of the club.

**Strategic Planning:**

* Inform the club strategy by providing information on what is valued by the membership and suggest key improvements which will enhance the ‘member experience’.
* Support the development of a Membership Policy, which aligns to the club’s strategy and ensures key objectives are delivered.
* Research and analyse visitor trends, demographics, pricing, competitor’s approaches, and other relevant information to help the development of the club’s appeal.
* Coordinate all marketing and promotional activity to ensure the club’s profile and appeal is widespread through regional & social media.

**Communication:**

* Support the creation of initiatives to attract new members in line with the club’s business plan, focusing on target market segments & demographics.
* Maintain and develop regular internal communication with members and monitor the effectiveness of each method.
* Monitor online platforms to ensure content is up-to-date and relevant.
* Devise a clear set of member benefits which are communicated to all.
* Maximise positive media exposure of the Club to increase visitor footfall.

**Customer Experience and Pathway:**

* Support the creation and review the implementation of customer service standards across the club.
* Assist with setting procedures, plans and monitoring the effectiveness of the following:
* Dealing with membership enquiries.
* Showcasing the club to prospective new members.
* The joining process.
* Integration of new members during the first year.
* Devise ‘stepping-stones’ to membership and flexible options, where necessary, which will be attractive to younger demographics.

**Analysis and Reviews:**

* Support the creation and analysis of member surveys, ensuring relevant actions are then implemented from a membership perspective.
* Put in place a process for members to make suggestions and complaints, ensuring they are acted upon where appropriate.
* Hold club forums as appropriate to provide more detail in key areas for improvement.
* Regularly review attrition rate and gaps in membership categories.
* Ensure membership exit surveys are carried out and common themes are addressed.
* Identify any current or potential future threats to membership levels, such as age profiles or competitor offers.
* Regularly review visitor, society and corporate numbers and run regular marketing campaigns to increase footfall.

**Core Responsibilities:**

* Chair and develop the Membership Sub-Committee, ensuring relevant staff and volunteers are recruited onto the group.
* Provide a report to the Board in advance of meetings.
* Provide strategic recommendations to the Board based on insight and intelligence.
* Support Sub-Committee members, including directing them to relevant training and education, along with mentoring your successor.

Time Commitment: As required, but a minimum of one Board meeting each month, regular meetings with the Secretary to review membership and footfall data, communication both internally & externally for marketing purposes as necessary.

Responsible to: Board of Directors

Term of Office: Three Years

Skills required: Business acumen through professional career experience including strategy, customer service, IT, marketing & public relations, communication and associated Board level skills.