

Milwaukee Yacht Club Membership Director

The highly regarded Milwaukee Yacht Club, located on the beautiful Milwaukee, Wisconsin, lakefront, is seeking a passionate, energetic, and engaging team player to be the next Membership Director.

The Milwaukee Yacht Club celebrated its 150th anniversary in 2021 and is the oldest premier yacht club on Lake Michigan. Located in the scenic heart of McKinley Marina, our Club welcomes passionate boaters and anyone who loves the lakeshore lifestyle. We are a year-round destination offering sailing, boating, dining, and events. MYC is the perfect site for private parties, weddings, and business meetings.

Milwaukee Yacht Club has around 300 memberships and an exciting and aggressive seasonal Food and Beverage schedule with weddings, member events, and meetings. Gross revenues are about \$2.5M, with a Food and Beverage revenue of just under \$1M.

Job Summary

The Membership Director assures the continuity and survival of the club by recruiting new members according to guidelines established by the Board. The Membership Director advises the General Manager and Board of Directors on member recruitment strategies and is responsible for their implementation once those strategies are adopted. The Membership Director oversees all of the administrative aspects of membership and leads the new member orientation and assimilation process. The Membership Director assists in retaining members by focusing on maintaining extremely high levels of member satisfaction. The Membership Director will also work with appropriate personnel to develop and implement all interior and exterior marketing literature and Club printing and distributing literature for membership advertising.

Work Elements

- Acts as the first contact with prospective members, giving tours and answering questions; conducts an initial screening of prospective members for candidacy
- Coordinates the development and production of membership information packets and oversees their distribution
- Actively seeks qualified prospective members, utilizing existing members as the primary resource
- Oversees the membership process, facilitating and expediting the efforts of the sponsors and Membership Chair
- Examines all applications and follows through with those that are incomplete
- Prepares the applications for review by the Membership Committee and approval by the Board of Directors
- Meets with the Membership Committee and, as necessary, the Board of Directors
- Ensures that all applicants for membership and member status changes meet the requirements established by the Bylaws and Board policies
- Maintains and produces the membership reports
- Meets total net regular membership goals
- Conducts the new member orientation, the six-month "how are we doing?" interview, and regular member satisfaction surveys
- Works in partnership with the Clubhouse Manager and member engagement committee so that each member is fully involved in their desired level of Club activities
- Maintains a close relationship with the membership, communicating needs and requests to the staff
- Assists General Manager in determining member interests and desired programs
- Manages expenses within the financial guidelines established by the Board
- Works in partnership with the General Manager, Clubhouse Manager, and communications personnel with the designing and planning details of member events.
- Maintains current knowledge of the private club industry through affiliation and attendance at local and national private club membership and marketing executive networks

Position Relationships

The Membership Director is supervised directly by General Manager and indirectly by the Membership Chair. The Membership Director closely coordinates with all department heads to ensure member satisfaction.

Individuals who meet or exceed the established criteria detailed in this position profile are encouraged to submit their resumes and cover letter to:

Matthew Michael
General Manager/COO
Milwaukee Yacht Club
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