

The University Club of Milwaukee Membership Director

A recent recipient in 2023, The University Club of Milwaukee is recognized by Platinum Clubs of America as an Honorable Mention - City Clubs for 2023-2024. Platinum Clubs of America is the private club industry's top recognition.

The University Club of Milwaukee, has two distinct locations, a downtown City Club located just off Lake Michigan, and a Country Club located 12 miles north of downtown Milwaukee, WI. In 2016, two historic clubs, Tripoli Country Club and The University Club of Milwaukee merged into one club, creating synergies, efficiencies and added member value.

The University Club of America has more than 620 memberships and generates a gross revenue of \$8.3m with food and beverage revenue of \$2.8m. The club's vision is to provide unparalleled member service and memorable experiences that create member value, resulting in increased member retention. The University Club of Milwaukee is a year-round destination for families and business professionals.

Position Summary

The Membership Director will develop and implement programs, projects and activities designed to increase and retain membership in the club and represent the club in its relationships with numerous external constituencies. The selected individual will join our team and play a major role in enhancing our club, staff and membership. The individual should be positive, self-motivated, hardworking, team oriented and possess a keen eye for detail.

Essential Duties and Responsibilities

- Maintains the club's database (membership register) of members' files.
- Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
- Plans and implements strategies to meet club membership goals.
- Processes all requests for and transfers of membership.
- Conducts tours for prospective members.
- Conducts orientation program for new members.
- Promotes club activities using table tents, newsletters, direct mail flyers, notices on the club website and other means.
- Maintains online member directory.
- Holds prospective member functions.
- Calls and requests active members to make personal referrals and to assist with recruitment efforts.
- Processes member resignations; develops reports and undertakes special projects as applicable if membership retention problems arise.
- Determines markets to be canvassed for qualified individuals and completes and maintains perpetual member invitee roster.
- Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met.
- Personally, meets each club member and instills confidence that the club is operated in the best interests of the membership.
- Serves on applicable club committees to assure members' interests are consistently addressed.
- Follows-up on telemarketing efforts, member referrals, leads from staff, catering contracts, newspaper articles, lists, publications, etc.
- Organizes production of membership kits for sales calls, "blitzes" and direct mail activities.

- Researches the need for ongoing sales promotions regarding demographics, market segmentation data, etc.
- Provides sales and other applicable training for staff members.
- Maintains a file of club history information.
- Coordinates all club public relations efforts, members' newsletters, news and media events, use of social media, and club promotional materials.
- Attends management and staff meetings.
- Effectively responds to member comments in accordance with club standards, policies and rules; uses ideas, feedback and suggestions to continuously improve the services provided to members.
- Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained.
- Reports approved new members to the Controller to initiate proper administration of their memberships; ensures that applications are completely and properly filled out, that initiation fees are collected and that new members understand the privileges and costs of becoming a member.
- Provides notices and an agenda for and invites and maintains minutes of the club's membership committee.
- Works with the Food and Beverage Department as needed to coordinate special member events. .
- Surveys other clubs for information useful in setting and revising club membership policies.
- Responsible for maintaining confidentiality of all member information.

Benefits

You will be eligible to participate in the company's benefit plans, including health, dental, life insurance, PTO, complimentary parking, and continuing education through PCMA. You will also be eligible to participate in the company's 401K plan within six months of service. Compensation is commensurate with experience and includes a bonus program.

Education and/or Experience

Bachelor's degree in Business Administration, Hospitality or Resort Management, Communications, Public Relations or related major and three (3) years of work experience in the hospitality industry. Five years of relevant work experience.

Those interested in working at a Platinum Club of America private club and joining a progressive and dynamic leadership team are encouraged to submit their resumes and cover letter to:

Carl Granberg, CCM, CCE
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 The University Club of Milwaukee
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