



Heaton Moor Golf Club Limited

MARKETING & MEMBERSHIP SUB-COMMITTEE: TERMS OF REFERENCE

Key Purpose

Support the Marketing & Membership Director in promoting and advertising all aspects of the Club's facilities with particular responsibility for revenue growth, increasing membership numbers and increasing the numbers of visitor playing the course.

Support all Development Association activities particularly Festival Week.

Key Responsibilities of the Sub-Committee

All Sub-Committee members will attend and play an active and constructive role in Sub-Committee meetings;

All Sub-Committee members will be familiar with and comply with the Memorandum and Articles of Association and Bye Laws of the Club at all times;

Support the preparation, maintenance and implementation of a 3-year Marketing and Membership Plan;

Support the monitoring expenditure of against Budgets and progress against income generation or cost reduction targets;

Support the preparation of the Marketing & Membership Director's monthly report to the Board;

Support the development of the Club's web site so that it promotes the Club and attracts visitors by ensuring all information is clear, up to date and easy to access;

Help develop a contacts database of visitors to the Club and use this for Marketing the Club;

Identify ways to increase membership numbers, green fee income and sponsorship income;

Identify ways to increase the number of external functions held in the Club;

Help maximise the use of social media to promote the Club and communicate information about Club events and Club news;

Play an active role in promoting the Club within the Local Community;

Build positive relationships with the Membership and encourage constructive feedback;

Support and play an active role in all Development Association activities particularly Festival Week;

Fill the role of Development Association Treasurer;

Fill the roles of Marketing and Membership Sub Committee Secretary and Treasurer;

Build positive relationships with the Membership and encourage constructive feedback;