



Heaton Moor Golf Club Limited

MARKETING & MEMBERSHIP DIRECTOR ROLES AND RESPONSIBILITIES

Key Purpose

The Marketing & Membership Director will be accountable to the Board for promoting and advertising all aspects of the Club's facilities and to support the Chairman in developing and implementing the Club's 3year Business Plan aimed at increasing revenues, membership numbers and the number of visitors playing the course.

To Manage Development Association activities and ensure separate Development Association accounts are produced and audited.

The Marketing & Membership Director will attend and play an active and constructive role in Board meetings and Club General meetings. The Marketing & Membership Director must be familiar with and comply with the Memorandum and Articles of Association and Bye Laws of the Club.

Specific Responsibilities

Support the Chairman in preparing, maintaining and implementing the Club's 3 year Business Plan.

Agree an Annual marketing budget with the Finance Director.

Monitor expenditure against Budgets and other agreed Marketing targets.

Chair and lead the Marketing and Membership Sub-Committee

Manage the Clubs web site so that it promotes the Club and attracts visitors by ensuring all information is clear, up to date and easy to access

Manage the Club's social media platforms in accordance with the Social Media policy to promote the Club

Propose new membership categories, membership promotion schemes and incentives to attract new members and retain existing members for agreement by The Board

Ensure new members are integrated and welcomed into the Club

Liaise with golf coach to arrange coaching for Beginners Academy and Junior coaching

Present a monthly report to the Board on membership, category changes and new members

Promote the Club in the local community

Identify Sub Committee member to be Treasurer of the Development Association

Development Association

Manage fundraising for club via Development Draw, sponsor boards, fruit machine, nearest the pin, Mixed Open, Development Day.

Identify other funding opportunities to raise development funds with agreement from the Board.

Maintain accurate and complete Development Association financial records for audit and inclusion in the report for the Annual General Meeting.

Signatory to the Development Association Bank Account.

Ensure that the Development Association is managed in accordance with Bye Law 13.