

Heaton Moor Golf Club Limited

# MARKETING & MEMBERSHIP DIRECTOR ROLES AND RESPONSIBILITIES

**Key Purpose**

The Marketing & Membership Director working closely with the Clubhouse and Finance Directors will be responsible for promoting and advertising all aspects of the Club’s facilities both Golfing and Clubhouse and increasing Golfing and Clubhouse revenues.

They will produce a  3 Year Plan  for increasing visitor and society golfing revenues, membership numbers and the number of internal and external functions in the Clubhouse.

To manage the Development Association activities which includes organising and running “Open Golf Competitions” at HMGC.

Ensuring 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

Produce 3-year plan to increase Golfing, Membership and Clubhouse revenues

Agree an Annual marketing budget with the Finance Director.

Set and agree appropriate Green Fee rates annually with Club Professional, and Finance Director

Set and agree appropriate subscription rates for all membership categories annually with Finance Director

Propose new membership categories, membership promotion schemes and incentives to attract new members and retain existing members

Monitor expenditure against Budgets and progress against other agreed Marketing plans and targets.

         Chair and lead the Marketing and Membership Sub-Committee

Develop the Club web site so that it promotes the Golf Course and Clubhouse ensuring information is up to date and easy to access

Maximise use of social media platforms to promote the Golf Course and Clubhouse facilities provided by the Club

Working closely with Captains and their Committees ensure new members are welcomed and integrated into the Club

 Ensure appropriate coaching is available for Beginners Academy and Juniors

Present a monthly Marketing Report to the Board that includes membership numbers including changes and trends

Promote the Club in the local community

# Development Association

Manage fundraising for club via Development Draw, sponsorship boards, tee markers, nearest the pin competitions on Saturdays, Open Golf events.

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.