



## GreatHorse – Hampden, Massachusetts

### Membership Director

GreatHorse a family-owned and extremely high-end, private full-service country club located in Hampden, Massachusetts between Springfield, Massachusetts and Hartford, Connecticut. This new premier property opened in June 2015 after an expansive rebuild of the golf course and construction of a 30,000 sq.ft. clubhouse with terrific additional amenities. Separate from the fabulous clubhouse is a new state of the art private event facility also high on the ridge facing west toward the Berkshires. Club amenities and services include: an 18-hole championship golf course, a driving range and short game practice area, golf simulators, tennis courts, paddle courts, an outdoor pool with cabanas, a fitness center, private event space, spa service, concierge services, men's and ladies locker rooms, and a veranda offering scenic views of the golf course and Berkshire mountains. Dining outlets include a main dining room, outdoor veranda and a bar and lounge area.

The Membership Director serves as a key ambassador and representative for the Club, responsible for all aspects of membership sales and marketing. He/she will help create and execute a strategic membership sales plan to maximize membership acquisition and retention; he/she will is responsible for consistently monitoring and evaluating the plan's performance making any necessary adjustments to achieve membership sales goals.

A critical deliverable of this role will be to introduce and expand awareness of the Club as a premier full-service private club in the Northeast. The Membership Director will foster and maintain relationships with current and prospective members as well as stakeholders, competitors, community leaders and industry peers to gather market intelligence and represent the Club effectively in the regional marketplace.

The Membership Director must develop a sustainable source of prospective members through strategic efforts including lead generation, outbound sales efforts, networking, and cultivating member referrals. He/she will establish and manage a robust and detailed database of prospective members and current members. Ensuring that proper and useful information and demographics are captured and kept up-to-date and effectively leveraged to achieve membership retention and acquisition goals will be very important.

The Membership Director will plan his/her work schedule to be visible and accessible to members and their guests. He/she will conduct facility tours, entertain prospects and host awareness events for potential members. The Membership Director will manage the new member onboarding process. This will include introductions to key staff and members as well as providing an orientation of the Club's services and amenities to ensure new members are properly educated and comfortable as they begin to use the Club.

Candidates must be well-polished and enthusiastic and demonstrate success in developing and executing a strategic membership sales and marketing plan. This position requires a self-starter with outside sales and marketing experience, preferably in the private club, hospitality or golf industries with a track record of membership recruitment for a high-end property, ideally for a developer or in a start-up club.

Candidates must be willing and able to work a varied schedule that may include early mornings, nights, weekends and holidays.

Compensation: The Club will offer a competitive compensation plan, including base salary and commission, along with standard benefits and perks.

Interested and qualified candidates should complete the online candidate profile form and submit a compelling cover letter and resume for consideration at <http://denehyctp.com/submissions/>. If you have any questions or to recommend a candidate, please contact Barbara McAuliffe at 203.319.8228 or by email [barbara@denehyctp.com](mailto:barbara@denehyctp.com).



301 Kings Highway East – Suite 300  
Fairfield, CT 06824  
203.319.8228

3465 North Pines Way  
Wilson, WY 93014  
307.690.7931

2355 Westwood Blvd.  
Los Angeles, CA 90064  
310.409.8957

[www.denehyctp.com/current-projects](http://www.denehyctp.com/current-projects)

