



## GreatHorse – Hampden, Massachusetts

### Membership Sales Associate

GreatHorse is a family-owned and extremely high-end, private full-service country club located in Hampden, Massachusetts near 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 that sits high on a ridge facing west toward the Berkshires. The Club is open year round and offers a robust calendar of social and athletic programming. Club amenities and services include: an 18-hole championship golf course, a driving range and short game practice area, an indoor teaching center, golf simulators, a tennis hut, tennis courts, platform tennis courts, an ice rink, a basketball court, an outdoor pool with cabanas, a fitness center, five guest rooms, 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. Separate from the clubhouse is Starting Gate, a new private events facility that capitalizes on the property's scenic views of include. Additional amenities coming online for the 2017 season include the golf performance center and lodging.

The Membership Sales Associate serves as a key ambassador and representative for the Club, responsible for all aspects of membership sales. He/she will help create and execute a strategic membership sales plan to maximize membership acquisition and retention; he/she will be 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 in the local and national marketplaces as a premier full-service private club in the Northeast. The Membership Sales Associate 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 Sales Associate must develop a sustainable pipeline 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 Sales Associate will plan his/her work schedule to meet with prospective members and to be visible and accessible to members and their guests. He/she will conduct facility tours, entertain prospects, attend community and industry networking events, and host awareness events for potential members.

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 to work remotely 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).



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

3465 North Pines Way  
Wilson, WY 93014  
307.690.7931

2355 Westwood Blvd., #274  
Los Angeles, CA 90064  
310.409.8957

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