



GreatHorse – Hampden, Massachusetts

Membership Sales Director

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.

REPORTS TO: General Manager

BASIC FUNCTION:

The Membership Sales Director serves as an Ambassador of the Club responsible for all aspects of member recruitment and sales. Develops and maintains effective relationships with existing and prospective members, stakeholders, and membership referral sources within the community and private club industry.

MAJOR DUTIES AND RESPONSIBILITIES:

- Develops and implements a specific, measurable sales plan to meet the Club's membership goals.
- Develops a sustainable source of prospective members; identifies and recruits prospective members and cultivates referrals from existing members.
- Implements lead generation strategies (e.g., prospecting events, awareness functions, etc.) and develops targeted lead lists for outbound sales efforts.
- Produces monthly activity and financial reports and reviews the results with the General Manager.
- Conducts property tours for prospective members at the Club; entertains prospective members at the Club as well as off-site.
- Maintains and monitors activity of established competitive set of clubs including membership levels, pricing, promotions and product offerings.
- Identifies and analyzes key markets and opportunities for membership growth.
- Establishes relationships and member referral programs with local real estate agents to identify potential members in the community.
- Performs preliminary due diligence information on candidates.
- Plans his/her work schedule so as to be visible and readily accessible to members and their guests at high visibility times. Welcomes new members; "meets and greets" all club members by name as practical during their visits to the Club.
- Participates in select community activities to represent and promote the Club; broaden the scope of the Club's operation by fulfilling the public obligations of the Club as a participating member of the community.

- Consistently monitors and evaluates the effectiveness of the sales and marketing plans; utilizes information to make necessary adjustments to achieve goals and remain competitive in the marketplace.

EDUCATION, EXPERIENCE, AND QUALIFICATIONS:

- College degree preferred or equivalent education and experience.
- A minimum of 3 years of experience in an outside sales experience, preferably in the hospitality, private club, golf, and/or real estate industries.
- Well-polished and enthusiastic and demonstrate success in developing and executing a strategic membership sales and marketing plan.
- Appreciation and understanding of the game of Golf.
- Excellent written and verbal social skills and excellent presentation.
- Excellent interpersonal skills – a gravitas and professional presence.
- Willing to work remotely and able to work a varied schedule that may include early mornings, nights, weekends, and holidays.
- Proficiency in, but not limited to, Microsoft® Office, email communication or CRM platforms, website content management systems and club related software platforms.

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

To apply, please 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.



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