



Seeking Membership Sales & Retention Manager

The Chilliwack Golf Club, established in 1958, is a member-owned golf club located between Chilliwack and Abbotsford, only 45 minutes from Vancouver. It features magnificent tree-lined fairways, a creek that meanders through the back nine and breathtaking mountain vistas in every direction. Members and the public have enjoyed the Fraser Valley's most popular golf course for over 65 years.

Are you passionate about golf, sales, and creating a strong sense of community? Chilliwack Golf Club is seeking an enthusiastic and results-driven Membership Sales & Retention Manager to help grow our vibrant, member-owned club. This is a fantastic opportunity for someone with a background in sales and a love for the golf industry to play a crucial role in expanding our membership base while enhancing the overall member experience.

Position Overview:

As the Membership Sales & Retention Manager, you will be responsible for driving membership growth and retention through effective sales strategies, relationship building, and delivering an exceptional member experience. You'll serve as a key ambassador of the club, ensuring that prospective and current members feel valued, informed, and connected to our golf community.

Key Responsibilities:

Develop and Execute Sales Strategies: Design and implement sales strategies, including digital marketing, to attract new members and meet membership growth targets.

Lead Generation & Conversion: Generate leads through various channels, conduct tours, and close membership sales.

Member Retention & Satisfaction: Act as a concierge, anticipating member needs and delivering personalized service for long-term retention.

Relationship Building: Build and maintain strong relationships with current and potential members through networking, industry events, and community engagement.

Market Research & Analysis: Stay up-to-date on market trends, analyze membership data, and report on performance to optimize sales strategies.

Event Participation: Participate in club events to engage with members, promote membership, and support overall club objectives.

Collaboration: Work closely with the marketing, operations, and events teams to ensure a seamless member experience.

Required Skills and Qualifications:

Proven experience in sales, customer service, or membership management, ideally in the golf, hospitality, or sports industries.



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Strong communication and presentation skills to engage prospective members and articulate the club's value proposition.

Ability to analyze sales data and trends to inform strategies and make data-driven decisions.

Proficiency in CRM software, social media platforms, and digital marketing tools to manage leads and promote the club.

Excellent relationship-building skills with a customer-focused mindset.

Having a passion for the game of golf is a must, along with a desire to create a welcoming and inclusive club environment.

Work Schedule:

This is a full-time, year-round position that requires evening and weekend availability, especially during special events and peak seasons when current and prospective members are present.

Why Join Chilliwack Golf Club?

At Chilliwack Golf Club, we pride ourselves on fostering a positive and inclusive culture that supports both our members and employees. You'll have the opportunity to contribute to one of British Columbia's best golf clubs, working alongside a dynamic and supportive team.

To Apply:

Please submit your resume and a cover letter detailing your relevant experience and why you are the perfect fit for this role.

On behalf of the Chilliwack Golf Club hiring committee, resumes with a cover letter (in one document and as a PDF) can be emailed to:

Hiring Manager, Chilliwack Golf Club

info@chilliwackgolf.com

Subject Line: Chilliwack Membership Sales & Retention Manager

Deadline for applications: November 22, 2024

The compensation for this position includes a base salary of \$50,000, along with a lucrative commission-based earning schedule that can net up to \$100,000+ in annual wages.

Benefit Package Includes:

- Extended medical, dental and life insurance
- Golf privileges, meal and retail discounts
- Work in a fun, team environment
- Schedule flexibility

Only those candidates selected for an interview will be contacted.