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SPHM
HOSPITALITY

MEMBERSHIP



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Series 300

Membership



Job Descriptions

JD-301

- A. Position. Membership Director
- B. Essential Function. Develops and implements programs, projects and activities designed to increase and retain membership in the Club. Represents the Club in its relationships with numerous external constituencies.
- C. Duties and Responsibilities
1. Maintains the Club's database (membership register) of members' files.
 2. Develops and assures that established procedures for processing prospective members' applications are consistently followed.
 3. Plans and implements strategies to meet Club membership goals.
 4. Processes all requests for membership.
 5. Assists prospective members in fulfilling application requirements.
 6. Conducts orientation program for new members.
 7. Promotes Club activities using table tents, newsletters, direct mail flyers and other means.
 8. Holds prospective member functions.
 9. Calls and requests active members to make personal referrals and assist with recruitment efforts.
 10. Processes member registrations, develops report(s) and undertakes special projects as applicable if membership retention problems arise.
 11. Determines which markets should be canvassed for qualified individuals to complete and maintain perpetual member invitee roster.
 12. Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of an ever changing market are met.
 13. Personally meets each Club member and instills confidence that the Club is operated in the best interests of the membership.
 14. Conducts tours for prospective members.
 15. Follows-up telemarketing efforts to prospective members, member referrals, leads from staff, catering, newspaper articles, lists, publications, etc.



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16. Organizes production of membership kits for sales calls, blitzes, and direct mail.
 17. Researches the need for on-going sales promotions regarding demographics, market segmentation data, etc.
 18. Provides sales training for affected staff members.
 19. Tracks the success (performance) of all membership activities.
- D. Reports To. General Manager
- E. Supervises. Membership Coordinator
- F. This position is an Exempt position.



Job Descriptions

JD-302

- A. Position. Membership Coordinator
- B. Essential Function. Assists the Membership Director in the implementation of programs, projects and activities designed to increase and retain membership in the Club. Represents the Club in its relationships with numerous external constituencies.
- C. Duties and Responsibilities
1. Maintains the Club's database (membership register) of members' files.
 2. Follows established procedures for processing prospective members' applications are consistently followed.
 3. Implements strategies to meet Club membership goals.
 4. Processes all requests for membership.
 5. Assists prospective members in fulfilling application requirements.
 6. Conducts orientation program for new members.
 7. Promotes Club activities using table tents, newsletters, direct mail flyers and other means.
 8. Holds prospective member functions.
 9. Calls and requests active members to make personal referrals and assist with recruitment efforts.
 10. Processes member registrations; develops report(s) and undertakes special projects as applicable if membership retention problems arise.
 11. Personally meets each Club member and instills confidence that the Club is operated in the best interests of the membership.
 12. Conducts tours for prospective members.
 13. Follows-up telemarketing efforts to prospective members, member referrals, leads from staff, catering, newspaper articles, lists, publications, etc.
 14. Organizes production of membership kits for sales calls, blitzes and direct mail.
 15. Tracks the success (performance) of all membership activities.
- D. Reports To. Membership Director



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- E. Supervises. No supervisory duties included in this position
- F. This position is subject to overtime.