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**MEMBERSHIP RECRUITMENT**

**& RETENTION RESOURCES**

**13b. Convenor Role Descriptor & Advert**

**Membership Marketing Convenor Role Descriptor & Job Advert**

*The Club is looking for an experienced and passionate individual to take on the new committee role of Membership Marketing Convenor. Candidates should ideally have a marketing or communications background with good writing, design and creative skills to put together a plan and deliver quality marketing content to attract and retain new members. The role will be part of the main committee and report to the Captain, with the opportunity to create your own sub-committee or working group to assist you with a range of tasks. For full details, see Role Descriptor below:*

Skills Required

* Well organised, enthusiastic and passionate about the Club
* Good communication and writing skills
* A marketing or communications background including good knowledge of social media
* Practical creative skills such as design, photography, video and content writing
* Able to work with the club database and/or CRM software (or to liaise with staff who work with these systems)
* Able to lead a team and report to the Committee
* Must be willing to work voluntarily and give a few hours each month to the role, including updating website and social media regularly

Main Duties

* To support the club to recruit and retain new members
* To develop and deliver the club’s membership marketing plan
* To analyse the club’s membership trends – demographics, new member retention rates, different categories – and develop annual targets for the business plan
* To work with the Club manager to review membership categories and propose alterations/new categories in line with gaps and consumer behaviour
* To create marketing campaigns to attract new members, using social media, local advertising and events such as Open Days
* To create a New Member Welcome pack
* To develop Member Referral Incentives, working with the clubhouse and Pro Shop teams
* To manage the club’s marketing budget
* To form a working group or sub-committee and increase volunteer resource for marketing and membership retention activities
* To write relevant e-newsletter and website content in relation to membership recruitment
* To design adverts or work with an agency/expert to create adverts for the club

Committee Duties

* To attend monthly committee meetings and report on Membership Marketing activities
* To contribute to wider committee discussions on other aspects of club business
* To attend the AGM and other relevant club meetings, such as Member Forums
* To adhere to the Club Committee Code of Conduct