

Golf Sales Director

General Purpose: Directs all marketing of membership sales, golf events, and golf groups. Develops sales leads and follows through on all leads. Ensures accuracy of file systems and procedures and coordinates all revenue developmental programs.

Salary: \$21,000, with commission (\$15,000 to \$20,000) and benefits

Position: Golf Group Sales Manager

Time Frame: Full-Time, Seasonal - April through October

Essential Duties:

- ❖ Develop and lead a strategic membership development program designed to increase total membership count and membership dues revenue.
- ❖ Develop and implement membership retention programs to ensure active presence in retaining club members.
- ❖ Lead marketing efforts to bring in golf events and groups to Green Mountain National from outside markets.
- ❖ Assist in coordination of all golf events and groups.
- ❖ Act as lead contact for any revenue development opportunity that comes to the club.
- ❖ Responsible for marketing budget and implementing marketing plan to increase club revenues.
- ❖ Responsible for building golf events portfolio through management of past golf tournament relationships while seeking new golf tournament opportunities.
- ❖ Prepare monthly revenue reports detailing membership dues, golf outing and golf group revenue for town of Killington to monitor club income stream.
- ❖ Maintain and develop strong relationship with membership in an effort to encourage participation in club events and maintain a high level of membership satisfaction.
- ❖ Prepares monthly newsletter for members with input from each department.
- ❖ Monitor business volume forecast and help management and the town plan accordingly.
- ❖ Develop and maintain organized database of all club revenue contacts which include: prospective members, prospective golf events, and prospective golf groups.
- ❖ Network with community partners, including but not limited to: Chamber of Commerce, local tourism councils, exchange clubs, corporate executives, business leaders, and media contacts.

Education/Experience: Associates degree (AA) or equivalent from two-year College or technical school; or two years related experience; or equivalent combination of education and experience or greater.

Specific Job Knowledge and Skills:

- ❖ Knowledge of Microsoft Office Applications. (Excel, Office, PowerPoint, and Outlook)