

Membership and Marketing Manager

About the Club

A historic jewel in the heart of Toronto's financial district, the Albany Club is one of Canada's oldest and most respected private clubs. Founded in 1882 by Sir John A Macdonald, the club continues to thrive with over 800 members who are leaders in Canada's business and conservative political spheres. Featuring a brand new Rooftop Patio and barbecue, a business casual dress code, a health-conscious menu and relaxed cell phone policy, the Albany Club has evolved to meet the need of modern members while continuing to uphold traditions that date back to the founding of the country. Members and their guests enjoy the convenience of the club's elegant and luxurious interior as a place to entertain clients, conduct meetings, work away from the office, dine, relax, socialize, and build face-to-face relationships with members and their guests.

Purpose of role

The Membership and Marketing Manager will drive the membership recruitment, retention and on-boarding campaigns of the Club while working with the creative team to coordinate all marketing projects.

The successful candidate will be an experienced, motivated and enthusiastic professional with experience in a sales, marketing, and political environment. The candidate will be able to anticipate marketing needs and trends within the member base as well as the private Club industry as a whole, possess impeccable customer service skills, discern work priorities, and meet deadlines. The position requires a dynamic individual with the discipline to work independently and the people skills to effectively collaborate with others.

Key Responsibilities

MARKETING | SALES | STRATEGY

New membership

- Tasked with gathering new leads for potential members
- Planning and executing prospective member events, connecting prospects with members and directors
- Working with the creative team to plan, manage and execute the Club's communications strategies and projects
- Facilitating the on-boarding process for new members
- Working to engage and connect all new members for a lasting Club experience
- Promoting the Club to inspire a young and diverse new membership

Retention

- Helping build relationships among members
- Making sure each member's experience is in line with the Club's high standards of service and confidentiality
- Research and training to offer the best the Club can offer in line with current Private Club standards and new trends

Governance

- Planning and executing all Membership Committee meetings of the Board including keeping details minutes and plans
- Working with the Committee Chairs to advance the goals of membership with the Board and management
- Focus on planning and redevelopment of membership policies, best practices and new campaigns
- Weekly reporting
- Budget development and tracking

Key Qualifications

- Post-Secondary Degree in Administration/Sales/Public Relations/Business/Hospitality Management or related field
- Sales management, marketing or political experience
- Strong organization and time management skills
- An aptitude for project management, editing and marketing concept creation
- Proficiency in MS Suite
- Proven departmental planning, budgeting and reporting skills
- Excellent communication skills both verbal and written
- Bilingual (French) considered an asset
- Prior experience in a private club environment and/or knowledge of the industry considered an asset

Interested candidates can apply by submitting a letter of interest and resume/CV by 12 PM on Friday, September 7, 2018 to membership@albanyclub.ca. We thank all interested candidates, but only those selected for an interview will be contacted.

We are an equal opportunity employer and are committed to providing employment accommodations. The Albany Club will provide accommodations to job applicants with disabilities throughout the recruitment process. If you require an accommodation, please notify us and we will work with you to meet your needs.