

Job Posting – Membership Sales Manager

June 1, 2017

The Harvard Club of Boston is seeking a proven sales executive to serve as Membership Sales Manager. The ideal candidate will have membership or luxury brand sales experience, the ability to collaborate with other team members, technical expertise to work with CRM systems and the ability to attend evening and occasional weekend networking events. Familiarity with Harvard University is a plus.

Position: Membership Sales Manager

Primary Area of Responsibility: New member development via relationship management with key constituencies within Harvard University and partner organizations as appropriate.

Reports to: Chief Marketing Officer

Duties and Responsibilities

This position is strategically focused on growing and diversifying the Harvard Club of Boston's membership through the execution of the strategic marketing plan and to growing membership levels. The Membership Sales Manager will work collaboratively with the CMO, events staff, and other membership staff in analyzing data on membership trends and developing and executing recruitment programs.

Specific responsibilities include:

- Assist in creating a data-driven and analytic approach for membership recruitment and broadening the membership base through diversification, with a priority focus on Harvard affiliated members.
- Establish relationships with key departments and leaders at Harvard and partner organizations that result in a pipeline of new members for the Harvard Club.
- Determines markets to be canvassed for qualified individuals and completes and collaboratively maintains database of leads.
- Follows-up on telemarketing efforts, member referrals, leads from staff, catering contracts, newspaper articles, lists, publications, etc.
- Assist in establishing new systems and programs to attract new members, focusing on the 30 – 50 age group.
- Oversee specific individual efforts, such as Open Houses, mailing campaigns, tours, and partner programs designed to increase membership.
- Work collaboratively with other team members to improve the value proposition for Club members.
- Optimize and expand current membership initiatives.
- Uses ideas, feedback and suggestions to continuously improve the membership acquisition process.
- Organizes production of membership recruitment materials as necessary.
- Completes other appropriate assignments made by the Chief Marketing Officer

Organization Description: The Harvard Club of Boston is a private club established in 1908 to encourage the social, intellectual and athletic interests of our members, to promote the welfare of Harvard University, to assist students with financial aid, and to foster the Harvard Spirit in all Harvard men and women. The organization maintains two clubhouses: one in the Back Bay neighborhood in Boston, and one in the Financial District. Members of the Club have access to exclusive events, dining opportunities, and athletic facilities in the two locations. With approximately 5,000 members, the Harvard Club is one of the City's premier private clubs and has been named a Platinum Club of America.

Contact:

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