



DIRECTOR MEMBERSHIP

DUTY STATEMENT

Purpose

Lead the growth, onboarding, engagement and retention of members by developing a welcoming membership experience that supports the participation objectives of the Strategic Business Plan.

Primary Responsibilities

- Develop and implement initiatives that increase membership across all membership categories.
- Coordinate enquiries from prospective members and oversee the onboarding process from initial enquiry through to active participation.
- Ensure new members receive a positive introduction to the Club and understand the opportunities available to them.
- Develop initiatives to reconnect former members and encourage renewed participation.
- Maintain oversight of membership records in conjunction with the Club's membership systems.
- Monitor membership trends and report growth, retention and participation statistics to the Board.
- Work closely with the Director Marketing & Sponsorship to promote membership opportunities through digital, community and media channels.
- Coordinate membership promotions associated with events, training programs and community activities.
- Support the Crew Concierge initiative by assisting new sailors to connect with skippers and sailing opportunities.
- Develop initiatives that improve member satisfaction, participation and long-term retention.
- Encourage members to become active participants in sailing, volunteering and Club activities.
- Recommend improvements to membership structures, benefits and participation pathways consistent with the Strategic Business Plan.

Key Relationships

Works closely with the Commodore, Director Marketing & Sponsorship, Director Training, Social Committee, volunteers and prospective and existing members.