



Membership Director

Location: Stone Creek Club & Spa – Covington, LA

Reports To: General Manager

About Stone Creek Club & Spa

Stone Creek Club & Spa is the Northshore's premier sports resort, offering an unmatched destination for fitness, aquatics, tennis, spa, social experiences, and everyday wellness. Our mission is to provide an unsurpassed athletic, fitness, social, and relaxation experience for our members every day.

Position Summary

The Membership Director is responsible for driving membership growth, retention, and revenue while creating a welcoming, high-touch member experience that reflects Stone Creek's standards of hospitality and service. This role leads membership sales, new member onboarding, community outreach, referral initiatives, and member engagement efforts while serving as a visible ambassador for the club. The Membership Director plays a key role in helping prospective, new, and current members understand, experience, and fully maximize the value of Stone Creek's fitness, wellness, spa, racquet, social, and lifestyle offerings.

Key Responsibilities

- Lead the full membership sales cycle, including lead generation, tours, consultations, closing, onboarding, and retention.
- Achieve membership growth, revenue, retention, and membership mix goals.
- Recruit, coach, and develop a high-performing membership sales team.
- Build referral, community outreach, and corporate partnership programs to generate new memberships.
- Maintain accurate CRM records, sales forecasts, reporting, and membership documentation.
- Drive and own marketing related to Membership, club awareness, prospecting and leads.
- Work with GM and Marketing committee to develop an effective plan for grass roots marketing, community outreach, and charitable opportunities. Maintain a calendar with upcoming community events and plan ahead to select the best opportunities for Stone Creek.
- Ensure a seamless onboarding experience that connects new members to club programs, services, and staff.

- Serve as a trusted point of contact for member feedback, concerns, and service recovery, partnering with leadership to resolve issues while protecting the member experience and club standards.
- Partner with club leadership and departments to support club events, promotions, and member engagement initiatives.
- Model Stone Creek's hospitality standards through polished communication, professional presentation, proactive service, and a warm, relationship-driven approach.
- Represent the club at networking, community, and special events.

Qualifications

Required

- 5+ years of experience in hospitality industry, customer services, and/or sales.
- Proven success in sales, membership, hospitality, fitness, country club, or resort environments.
- Strong leadership, sales, relationship-building, and communication skills.
- Experience managing sales pipelines, CRM systems, and performance metrics.
- Passion for delivering exceptional customer service and creating memorable experiences.
- Professional, polished, and results-driven approach.
- Demonstrated knowledge Microsoft Office, Such as Word, Excel, Outlook
- Associate's degree or equivalent accredited degree or professional certification, Bachelors of Arts or Science is desirable.

Schedule

- Flexible schedule required, including select evenings, weekends, holidays, and special events.
- Participation in monthly close-out periods and Manager-on-Duty rotations.

Success in This Role

- Consistently achieves membership sales, revenue, conversion, and retention goals.
- Creates a polished, welcoming, and organized prospective member experience.
- Improves new member engagement during the first 90 days of membership.
- Builds strong referral, corporate, and community partnership pipelines.
- Strengthens member relationships, satisfaction, and long-term loyalty.
- Maintains accurate CRM reporting and uses data to guide sales and retention strategy.
- Serves as a visible, trusted ambassador for Stone Creek's brand, culture, and member experience.

Join our team and help create an exceptional club experience while driving membership growth and community engagement.