**Amending your Club Professionals position description – points to consider for positive membership outcomes**

# Key Responsibilities and Accountabilities

**Member and Golfer Growth and Retention**

* Pro-actively engage and survey all members and golfers to facilitate an effective understanding of their objectives and enjoyment of the sport.
* Implement engagement measurement systems and processes to accurately track member and golfer engagement with the facility and sport in all applicable areas.
* Pro-actively engage with at-risk members and golfers by developing and implementing golfer-care programs and strategies.
* Pro-actively engage with lapsed members and golfers to facilitate a positive return to the sport that aligns with their objectives.
* Identify new markets and develop strategies to attract the non-traditional golfer to the club.

**Member and Golfer Events**

* Develop and implement and promote programs and events that align with the objectives of members and golfers.
* Engage with members and golfers through fun and engaging golf event and activities that facilitate golfer enjoyment.
* Utilise fun and engaging events to gain a strong understanding of the objectives of individual members and golfers.

**Member and Golfer Improvement and Enjoyment**

* Ensure qualified PGA Professionals are available to pro-actively engage with members and golfers via improvement programs.
* Oversee the development of individual golfer improvement and engagement plans to facilitate long-term golfer value and enjoyment of the sport.
* Utilise improvement programs to gain a strong understanding of the objectives of individual members and golfers.
* Develop, market and deliver introductory golf programs to new golfers.
* Facilitate an effective transition pathway for new golfers to transition from introductory programs to become avid golfers.

**Member and Golfer Services and Equipment**

* Pro-actively align the facility’s equipment offerings and sales strategies to golfer engagement, improvement and enjoyment.

**Corporate, Social Golf and Course Usage**

* Develop marketing and communication strategies to attract, engage and retain social and corporate golf markets.
* Liaise with key hospitality, management and course staff to deliver event requirements expected by members and guests.