



Pelican Isle Yacht Club Membership Sales Director

Job Title: Membership Sales Director

Reports To: General Manager / CEO

Supervises: PT Membership Coordinator

Pelican Isle Yacht Club

A Member-owned private Club in North Naples with approximately 430 Memberships, 190 Boat Slips, a beautiful campus with rich amenities, brand new Marina, and an active "on-the-water" lifestyle. The Club is comprised of Members and Employees who are proud of our friendly and inclusive atmosphere, professional organization, and beautiful location. PIYC is recognized by Club Leader's Forum as the #7 Yacht Club in America on the Platinum Clubs List and on the top 50 Platinum Clubs of the World.

The Position

The Membership Sales Director at Pelican Isle Yacht Club is responsible for driving the continued growth and vitality of Pelican Isle Yacht Club through the proactive recruitment of qualified new Members. This role champions the Club's Mission, Vision, and Values and develops Sales Programs that will attract Members who fit PIYC's culture. The Membership Sales Director ensures a welcoming and engaging experience for prospective Members while managing a strategic, data-driven sales process and reporting effectively on all Membership related transactions.

Primary Duties and Responsibilities:

- Proactively generate leads and manage a pipeline of prospective Members through referrals, networking, digital marketing inquiries, and targeted outreach
- Conduct timely, personalized tours of Club facilities, programming, and services, tailored to each prospect's lifestyle and interests
- Manage the full sales cycle from initial inquiry to membership application, approval process coordination, and new Member onboarding
- Consistently achieve or exceed new membership sales goals as established by the GM/CEO and Board of Directors
- Understand PIYC Membership programs and related Club Documents; ensure Membership Process adheres to current and approved programs
- Develop a strategic approach to Membership programs that contemplates waitlist management and long range planning
- Work closely with Director of Marine Services on the Equity Yacht Membership sales process
- Work closely with Club Controller to ensure accurate and timely collection and recording of all Membership related fees
- Conduct accurate and timely reporting on Membership sales and prospecting activity



Pelican Isle Yacht Club Membership Sales Director (*continued*)

Additional Position Requirements:

- Participate in developing and executing membership marketing initiatives, including digital campaigns, print collateral, and social media presence
- Collaborate with colleagues for routine and special projects and events
- Supervise and develop assistant Staff
- Build authentic relationships with Members, prospects, brokers, real estate professionals, yacht brokers, and the SWFL boating and social communities
- Monitor early tenure engagement of new Members and proactively address retention opportunities or service concerns
- Advise General Manager and Board of Directors on strategic planning objectives and Club long-term fiscal goals
- Serve as the primary Staff liaison to the Membership Committee; brief the Committee and Board of Director on all matters pertaining to Membership Sales

The Ideal Candidate:

- Is polished, professional, and possesses a warm and engaging demeanor
- Is highly organized, has a high capacity for learning, and is competent in sales-process management
- Is established in Southwest Florida and active in local professional networks
- Minimum of five years of progressive experience in private club membership or hospitality sales
- Proven track record of meeting or exceeding sales goals within a relationship-driven environment
- Demonstrates superior computer skills and proficiency in CRM systems, Microsoft Office Suite, and digital marketing tools
- Possesses excellent communication skills, and prioritizes timely correspondence / lead follow up
- Able to provide analysis and apply critical thinking and problem solving skills
- Is familiar with Jonas Club and MembersFirst Software

Compensation & Benefits:

PIYC offers a competitive package.

- *Base Salary*
- *Performance Based Bonus*
- *Retirement benefits with company match*
- *Health, Dental, Vision, Life*
- *Paid Vacation*
- *Education and Professional Organization Participation*
- *Cell Phone Allowance*

How to Apply:

Please inquire via email and include:

- *A compelling letter of introduction*
- *Your resume highlighting relevant experience or achievements*
- *Professional references*
- *Materials should be submitted electronically to opportunities@piyc.net.*

*This is a full time, year round, on-site position
in Naples, Florida.*