

TEMPLATE TERMS OF REFERENCE OF SUB-COMMITTEES

MEMBERSHIP AND MARKETING SUB-COMMITTEE

1. PURPOSE

The purpose of the Membership and Marketing Sub-Committee will be to ensure that the golf club has a strategic plan for retaining and encouraging new members as well as a positive market presence that promotes the club to visitors both golfing and non-golfing. The role of this Sub-Committee is to ensure that membership and marketing activity is planned and delivered within an agreed time frame.

2. MEMBERSHIP

Members of the membership and marketing committee will be appointed by the main management committee based on their roles within the club and their capacity to contribute towards the effective running of this subcommittee. The Sub-Committee Chair will be (appointed by the club chair?/ appointed by the Sub-Committee).

Sub-Committee members will normally serve a minimum of one/two/three year term and a maximum of 6 years.

Members

Members of Membership and Marketing Sub-Committee are:

- Marketing Chair (appointed)
- Club Secretary/Manager
- House Chair
- PGA Professional
- Catering manager
- 2 appointed members with marketing expertise

Option – Design and print representative – Co-Opted

3. TERMS OF REFERENCE

In support of the club's strategy, the Membership and Marketing Sub-Committee will develop a recruitment and retention plan for new and current members as well as a comprehensive 12 month marketing plan that contributes towards the club's mission of (insert mission statement)

The Membership and Marketing Sub-Committee operational responsibilities are to:

- a) Develop a membership strategy for presentation to the Main Committee which:

- i) sets out how new members will be recruited into the club
 - ii) includes a retention plan for the current membership based on the results of a comprehensive members' survey
 - iii) demonstrates an understanding of the club's available market and how this will be exploited to achieve new and retained membership
- b) Work with the National Governing Body (GUW) to use resources available that will maximise the impact of the membership and marketing subcommittee
- c) Create an annual marketing plan with a focus on:
- i) Membership recruitment
 - ii) Membership retention
 - iii) Visitor recruitment
 - iv) Visitor repeat business
 - v) Society recruitment
 - vi) Functions
- d) Ensure the club has a robust data collection system and club databases are up to date
- e) Attend events that may provide insight and knowledge within the golf industry
- f) Working with the club manager/secretary create marketing material that will promote the club to prospective members and visitors to the club in line with the marketing plan.
- g) Ensure that the website is regularly reviewed and updated
- h) Use a number of different marketing tools including social media (facebook, twitter, Instagram)
- i) Work with the Manager/Secretary to develop effective email marketing campaigns aimed at the recruitment and retention of members and visitors.
- j) Work with the Captains' and House Sub-Committees to promote social events and functions
- k) Ensure that recruitment and retention of members is a principle agenda item at all Sub-Committee meetings to include quarterly figures which are reported to the main management committee.
- l) To be responsible for identifying club sponsorship that will raise additional revenue for the golf club
- m) To ensure that all sales within the club are maximised through identification of staff training needs (including strengths and weaknesses), customer service, sales procedures and an understanding of club software.

4. Limits of Authority

The Membership and Marketing Sub-Committee will be allocated financial resources through the annual budgeting process. The funds are to be applied solely for the purposes set out in the Terms of Reference.

The membership and marketing sub-committee has delegated authority to approve spend up to £xxx (insert agreed limit). Amounts exceeding this sum must be approved by the Main Committee.

5. Meeting Schedules

The Membership and Marketing Sub-Committee will meet once every (insert weeks or months as scheduled). Members are expected to attend a minimum of (75% of total) in order to be able to contribute effectively to the Sub-Committee.

Information will be provided at least (3/5/7) days in advance of each Sub-Committee meeting to enable members to prepare effectively.

6. Reporting

Minutes and actions will be recorded at each meeting including decisions taken and responsibilities allocated for actions. A brief written summary will be provided to the Main Committee to ensure transparency and oversight. Matters that require Main Committee decisions will be raised as items on the Main Committee agenda.