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DIRECTOR OF RACQUETS PROFILE: THE TOWN CLUB MILWAUKEE, WI

DIRECTOR OF RACQUETS OPPORTUNITY AT THE TOWN CLUB

The Town Club (the “Club”), located a few blocks from Lake Michigan in the north shore suburbs of Milwaukee, Wisconsin, is seeking an accomplished, actively engaged, member-focused Director of Racquets (DOR) to lead and elevate one of the Midwest’s most vibrant private club racquets programs. This is an exciting leadership opportunity for a racquets professional who thrives in a community with a strong, positive, relationship-oriented, club culture and is energized by building inclusive, organized, and creative programs across tennis, platform tennis (“paddle,”) and pickleball.

The successful candidate will be a strategic leader, not simply a top instructor. They will bring positive energy, organizational excellence, strong communication skills, and the ability to unite members, staff, and guests around a shared vision for racquet sports at The Town Club.

[Click here to view a brief video about this opportunity.](#)

ABOUT THE TOWN CLUB

Founded in 1901, The Town Club is a historic, family-oriented private club that has long served as a social and athletic hub for its community. With a welcoming atmosphere and a strong tradition of connection, the Club offers members a true “home away from home,” blending active lifestyles, meaningful relationships, and memorable experiences across generations.

Racquet sports are at the heart of The Town Club’s identity. The Club features an exceptional outdoor racquets campus with 15 clay tennis courts, eight dedicated pickleball courts being built in 2026, , and four paddle courts. Year-round programming includes tennis, pickleball, and paddle clinics & drills; competitive and social leagues; interclub competition; junior development; private instruction; and social events for all ages and skill levels. The racquets culture is vibrant, inclusive, and deeply woven into daily Club life.

Beyond the courts, members enjoy two resort-style swimming pools, a 25-yard, five-lane pool and a 25-meter pool, along with a full calendar of aquatics programming, dining, and social events. The historic clubhouse offers multiple dining venues, seasonal outdoor spaces, and an elegant yet comfortable setting for both everyday enjoyment and special occasions.

With its rich history, outstanding racquet facilities, active programming, and close-knit membership, The Town Club continues to honor its 125-year history and traditions while fostering an energetic, modern club experience centered on sport, family, and community.

THE TOWN CLUB BY THE NUMBERS

- Racquets Gross Annual Lesson Revenue approximately \$200K
- Number of Board Members: 13, Term: 3 Years
- Number of Racquets Committee Members: 10-15
- Club POS: Jonas Encore
- Club accounting system: Jonas Encore
- Number of Employees: FTE – 12, PTE - 30

- Member Demographics: Increasing number of young families with children actively participating in all Club programming and long-time members actively participating in racquet sports into their seventies.
- Approximate Active Adult Members: Tennis – 300, Platform – 250, Pickleball – 100
- Approximate Active Junior Members: Tennis – 215, Platform – 30
- Number of Courts (all outdoors): Tennis - 15, Paddle – 4, Pickleball – 8 (being re-built in fall of 2026)
- Outdoor Season: Tennis (Memorial Day through Labor Day plus Fall season through October daylight hours only), Paddle (Fall through Spring with limited play in the summer 8 am to 10 pm), Pickleball (May 1 through Sep 30 daylight hours)
- Director of Racquets: Manages or Owns Pro Shop (Open to discussion)
- Taxable Status: 501(c)(7)

THE TOWN CLUB WEBSITE: www.thetownclub.com

DIRECTOR OF RACQUETS – POSITION OVERVIEW

The Director of Racquets is responsible for the overall leadership, vision, administration, and success of The Town Club's racquet sports program. This role oversees all tennis, paddle, and pickleball operations, including programming, staffing, instruction, scheduling, budgeting, retail operations, and member experience. This is a full-time year-round role that requires on-site presence.

As a highly visible member of the Club's leadership team, the DOR reports to the General Manager and works closely with the Club Management Team, Racquets Committee, and staff to ensure operational excellence, financial responsibility, and exceptional service delivery.

The DOR sets the tone for the racquets culture at The Town Club. Success in this role requires a calm, passionate, confident leader who communicates proactively, manages conflict discreetly, builds consensus, and inspires trust among members and staff. The position demands a balance of innovation and continuity, honoring long-standing traditions while continuously refreshing programs to keep participation strong and growing.

INITIAL PRIORITIES OF THE NEW DIRECTOR OF RACQUETS

Leadership, Culture, and Communication

- Build upon and establish a clear mission and vision for the Racquets Department aligned with Club values.
- Maintain and enhance a culture that promotes the joy of racquet sports, skill development, sportsmanship, respect for players, and proper etiquette over a "win-at-all costs" approach.
- Lead with positive energy, visibility, and approachability, serving as a daily presence on the courts.
- Build strong, trust-based relationships with members, staff, and committees.
- Serve as an enthusiastic ambassador for all racquet sports, ensuring balanced attention across tennis, paddle, and pickleball.
- Communicate clearly, consistently, and proactively regarding schedules, programs, policies, and opportunities.
- Demonstrate strong conflict management skills, addressing issues discreetly and fairly at the individual level.
- Act as a consensus builder, respecting diverse perspectives while guiding decisions toward what is best for the overall membership experience.

Programming & Member Engagement

- Develop and execute a comprehensive 12-month programming strategy that includes: social, instructional and competitive offerings for all demographics as well as structured leagues, interclub teams, Club tournaments and legacy events.
- Create and manage an annual racquets calendar that aligns with broader Club activities.
- Expand and strengthen junior development programs that serve beginners through competitive players, laying the foundation for a lifetime of enjoyment of racquet sports.
- Ensure fair, transparent systems for member participation and court utilization.
- Maximize overall Club facility utilization and member participation through racquet sports.

- Maintain familiarity with USTA development models, including 10 & Under Tennis, and best practices in junior programming.

Business, Operations, and Financial Leadership

- Prepare and manage the department's annual operating and capital budgets.
- Monitor financial performance, analyze trends, and adjust programming or staffing as needed.
- Oversee POS operations to ensure accurate billing, reporting, and data integrity.
- Lead a high-quality pro shop operation that reflects member preferences and enhances the Club experience.
- Establish and track key performance metrics related to participation, utilization, revenue, staffing, and member satisfaction.
- Enforce Club rules, policies, and standards related to facilities, dress code, and sportsmanship.
- Collaborate with marketing and communications to promote programs, events, and results across Club platforms.

CANDIDATE QUALIFICATIONS

The ideal candidate will demonstrate:

- Proven leadership experience in a private club and multi-sport racquets environment.
- A clear track record of building organized, inclusive, and engaging programs.
- Success in recruiting, mentoring, and retaining high-quality professional staff.
- Strong interpersonal skills with the ability to relate to members of all ages and abilities.
- Exceptional communication, follow-through, and organizational discipline.
- Strategic mindset with the ability to think beyond daily instruction toward long-term program health.
- Comfort working closely with boards, committees, and senior leadership.
- High emotional intelligence, professionalism, and calm under pressure.

EDUCATION AND CERTIFICATIONS

- Bachelor's degree preferred.
- Current professional certifications strongly preferred such as: USTA Coaching, RSPA, or PTR (Tennis); PPR and/or RSPA (Pickleball); PPTR and/or RSPA (Platform Tennis)
- Director of Racquets Sports (University of Florida, USTA/PTR/RSPA endorsed) strongly preferred.
- Compliance with any SafeSport requirements in Wisconsin for tennis, paddle, and pickleball.
- Collegiate playing experience considered a plus.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire. Background checks may be conducted when appropriate (Note to KKW: may want to word this to your standards).

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The Club offers an excellent bonus and benefits package, including appropriate association memberships.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to attach when prompted during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Ms. Abby Schroeder, General Manager**, and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career, and why the Milwaukee area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible, but no later than February 18, 2026. Candidate selections will occur later that month, with first and second Interviews in early March. The new candidate should assume his/her role at an agreed-upon time after that.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – The Town Club”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Katy Eliades: katy@kkandw.com

Lead Search Executive:

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