



The Netherland Club of New York | Est. 1903

## **Job Profile: General Manager**

New York City, NY

Full time (flexibility required to attend evening events)

Remote hybrid

## **About the NL Club**

---

The **NL Club** — the Netherland Club of New York — is the oldest and most beloved Dutch member organization in the United States. Founded in 1903, the Club has served as a home-away-from-home for Dutch natives, those with Dutch roots, and Dutch enthusiasts. Based in New York City, the NL Club brings its members together through a rich line-up of events: monthly *borrels*, intimate concerts featuring top Dutch artists, meetings about current events and special achievements of Dutch people in the US, book clubs featuring Dutch authors, and holiday celebrations. The Club is a growing, vibrant community committed to offer its members *gezelligheid*, culture and a sense of community in the greatest city in the world.

## **The Opportunity**

---

The NL Club is seeking its next **General Manager** — an entrepreneurial, community-minded leader to steward the organization's day-to-day operations and drive its next chapter of growth.

Are you a natural connector who thrives on meeting people and building something meaningful? If you have an entrepreneurial, can-do mindset and love bringing people together, this is a rare opportunity to shape and grow a storied institution — with the support of an engaged board and real room to make an impact.

The General Manager will serve as the chief operating executive of the Club, working closely with the Board of Directors to execute the Club's mission, expand its membership base, and ensure that every event and member touchpoint reflects the fun, creativity, excitement, camaraderie, connectivity and quality the NL Club is known for.

## **Key Responsibilities**

---

### **Operations & Administration**

- Oversee day-to-day operations, vendor relationships, logistics, and organizational systems including member databases and communications infrastructure
- Manage annual budget, financial administration, and coordination with the Board Treasurer
- Ensure compliance with non-profit regulations, governance policies, tax, and insurance requirements

### **Membership Development & Retention**

- Drive membership growth and retention through outreach, marketing campaigns, and engagement strategies (online and in-person)
- Enhance the member experience across all touchpoints, from onboarding to Patron benefits, while managing and growing the member directory

## **Programming & Events**

- Lead end-to-end booking, production, and on-site execution of the full event calendar including *borrels*, concerts, lectures, book clubs, and seasonal receptions
- Cultivate relationships with Dutch artists, cultural institutions, and organizations to develop compelling programming and coordinate high-profile visiting artists and NL Celebrity appearances
- Identify new event formats and programming ideas that reflect member interests and attract new audiences
- Manage event ticketing, RSVPs, and on-site coordination

## **Communications & Marketing**

- Oversee the Club's digital presence including website, social media, and email newsletter, publishing bilingual (English/Dutch) content
- Develop partnerships with Dutch media outlets, cultural organizations, and embassies to amplify the Club's reach
- Represent the NL Club at community events to build the Club's profile within NYC's Dutch and expat communities

## **Board & Stakeholder Relations**

- Work collaboratively with the Board of Directors to implement strategic priorities and report on organizational performance
- Lead sponsorship acquisition and relationship management. Support fundraising and sponsorship efforts, including donor stewardship and sponsor recognition
- Maintain and excite volunteering base to provide support at key events
- Maintain relationships with key partners such as the Netherlands-America Foundation, Dutch Consulate, 't Klokhuis, The New Amsterdam History Center, and corporate sponsors

## **Qualifications & Experience**

---

### **Required**

- Proven ability to plan and execute events of varying scale, from intimate gatherings to larger concerts and receptions
- Strong organizational and project management skills with a keen eye for detail
- Excellent written and verbal communication skills in English; bilingual English/Dutch strongly preferred
- Demonstrated ability to build and maintain community relationships and grow a membership base
- Comfort with digital tools: email platforms, design platforms ( e.g., Canva, BeePro) website CMS (e.g., Squarespace), and social media management
- Self-starter with the ability to work independently and manage multiple priorities simultaneously
- Affinity with Dutch culture, language, or the expat/immigrant community

## Preferred

- Existing relationships within NYC's Dutch, European, or broader expat community
- A passion for cultural programming, community building, and *gezelligheid*
- Experience working with or within non-profit boards of directors
- Experience with sponsorship development or fundraising
- A strong entrepreneurial mindset

## What We Offer

---

- Compensation range: 60K-80K
- A meaningful leadership role at the heart of a warm, international community
- The chance to shape the programming and future of a 123-year-old institution
- Opportunity to use and stretch your entrepreneurial mindset to grow a thriving community
- A collaborative, creative, and autonomous work environment
- Access to exclusive events, artists, and NYC's vibrant Dutch cultural scene
- A part-time workload, and full-time pay in the summer months

*To apply or express interest, please fill out your details using [this Google Form](#)*