



DIRECTOR OF GOLF JOB DESCRIPTION

As a member of the HPCCA Management Team, the Director of Golf will oversee the total golf operation and services offered including the golf shop, practice facilities, golf services areas, golf car fleet and supervision of the golf operations staff. The position will promote an exceptional "golf experience," and provide excellent services and programs for all our members and guests.

Supervised By: General Manager | Board Liaison & Golf Committee

The Position Supervises the following positions: Professional Golf Staff, Cart Attendants, Starter/Rangers, and Merchandising

The Position also has responsibility for the following areas: The overall Haig Point golf experience, Golf Shop Operations, Practice Facility set-up, Merchandising, Cart Barn and related areas, Golf Lessons, Club fitting & repair and oversight for compliance with the Rules of Golf.

Specific Responsibilities - include but are not limited to:

- Oversee the management and performance of all golf shop and applicable department operations and services; assure high standards and total customer satisfaction
- Establish golf shop operations personnel policies and ensure proper hiring, training, supervising, personal development and corrective action in accordance with fair labor standards, safety and established policy
- Oversee the development of operating procedures and training manuals for the golf operation
- Oversee and manage the Assistant Golf Professional(s) and all golf department staff
- Schedules and chairs regular staff meetings focused on customers, operations, revenue growth, cost containment and continuous improvement
- Attends monthly Golf Committee meetings and any invited/scheduled management meetings
- Develop/coordinate the development of annual business plans for the golf operation
- Coordinate and ensure all written correspondence, newsletters, and communications for the golf operation
- Coordinate plans with the Food and Beverage Manager for all food and beverage needs, on-course food and beverage needs, outside events, and catering for all golf functions
- Meet, greet, and welcome prospective members via club's membership program
- Enforce all rules and regulations governing golf course usage
- Develop/oversee an innovative tournament schedule that services all member segments
- Develop/oversee golf instruction, clinics, golf schools, and player development programs

- Develop/oversee a profitable merchandise concession that is consistent with member demographics and needs; oversee and perform a monthly inventory
- Oversee golf marketing initiatives including all promotional materials, play recruitment, yield management, golf packages, and outside events plus the promotion of new golf memberships (where applicable)
- Oversee all fiscal areas and performance for the golf operations including planning, budgeting, forecasting, monitoring, and correction
- Maintain a close working relationship with the Director of Agronomy and all other department heads
- Play golf with members of all skill levels as time and duties permit
- Oversee Locker room supplies and maintain proper inventory levels
- Oversee and enforce golf shop operations policies, procedures, controls, and fee structures to ensure the safekeeping of assets, inventory and resources
- Oversee, manage, and submit golf operations payroll on a bi-weekly basis; produce a weekly work schedule
- Where applicable, support the Membership Sales Director in the promotion of new member leads, interaction with prospective members and orientation of new members

Knowledge, Skills and Traits

- Maintain PGA of America membership in good standing in an active classification
- Fundamental knowledge of the game of golf, rules of golf, golf facility operations and tournament operations
- Fundamental supervisory practices and principles
- Act as a role model for all employees by demonstrating the behavior and work ethic expected of all employees
- Strong organizational, planning and prioritization skills
- Self-motivated with desire to promote and market
- Service and customer focused attitude
- Experienced in written and oral business communications
- Remain up-to-date on customer relationship management tactics and strategies
- Experienced computer user including; Microsoft Word and Excel. Proficient in other applications, i.e. email, internet, tournament and database
- Maintain and promote a positive professional image within the community
- Attend conferences, workshops, meetings, and trade shows to keep abreast of marketing and business trends
- Maintain a credible golf game and remain current on teaching innovations

