

The Manchester Golf Club

General Manager Role Description

1. Employer

The Manchester Golf Club is a Harry Colt masterpiece considered the best inland course in Lancashire. Set in 247 acres of moorland and heathland, the championship course is the centrepiece of an outstanding golf complex located 5 minutes from the M62 and 20 minutes from Manchester city centre.

The course, short game area, practice ground and House of Golf custom-fit centre and ProShop sit alongside the historical clubhouse, conference facilities and function rooms – to provide a haven for golfers of all abilities. The Manchester Golf Academy, opening in 2022, will further enhance the club's facilities with a 350-yard contoured driving range, short game area with 575m² architect designed green and under cover and outdoor teaching bays.

Host to the PGA Manchester Cup, England Golf's Reid Trophy and Women's Open Amateur Championship, The Manchester Golf Club is a private members' club that welcomes visitors and guests throughout the year. Home to over 100 single figure and more than 40 category 1 golfers, it is the perfect place for anyone looking to enjoy the finest things in golf.

With a history dating back to 1883, the club is at the forefront of the changing world of golf and strives to meet the changing needs of golfers in every category of the game.

Reporting to the Board of Directors, the General Manager occupies a senior and pivotal role across the commercial operations of The Manchester Golf Club.

2. Job Purpose

The commercial management of the Club, in accordance with the plans and policies determined by the Board of Directors, to include:

- **Customer experience** to maximise the enjoyment and satisfaction of all users of the club including members, visitors, guests and event attendees
- **Revenue maximisation** from all revenue streams including membership, societies, visiting parties, bar and catering and functions.

- **Commercial control** of the Club, premises and facilities in line with the business plan and budget.
- **Resource planning** to deliver cost effective and efficient support services to members, societies, visitors, event attendees and users of the Club.
- **Staff management and motivation** (including office, bar & catering, maintenance/cleaning staff) in accordance with all relevant HR Legislation, policies and personal development plans.
- **Facility management and technology optimisation** to ensure assets are maintained and enhanced and IT systems/digital channels are utilised for operational efficiency.

3. Primary responsibilities

3.1 Customer Experience

In conjunction with relevant Committees and Departments:

3.1.1 Define and deliver a premier golfing experience to members, visitors, societies and competitors to maximise participation, satisfaction and retention.

3.1.2 Define and deliver high quality functions and events that achieve high levels of participation, satisfaction and referral

3.1.3 Define and deliver an informative and engaging communication plan for all key stakeholders

3.1.4 Report and monitor key performance indicators of customer use, experience, retention and satisfaction

3.2 Revenue Maximisation

4. In conjunction with relevant Committees and Departments:

4.1.1 Maximise bar and catering revenues and profitability

4.1.2 Maximise function and event revenues and profitability

4.1.3 Maximise membership, green fee, society, corporate and commercial revenues

4.1.4 Maximise the revenue and profitability of The Manchester Golf Academy

4.2 Commercial & Cost Management

In conjunction with relevant Committees, Departments and Professional Advisors:

- 4.2.1 Prepare annual budgets and cashflow forecasts.
- 4.2.2 Ensure all accounting, invoicing, cash control and banking procedures are accurate, efficient and timely.
- 4.2.3 Ensure payroll systems are operated accurately and appropriate records are maintained.
- 4.2.4 Ensure that the monthly management accounts are prepared, accurate and that any significant variances from budget/target are investigated.
- 4.2.5 Review aged debt and chase outstanding payments.
- 4.2.6 Monitor and report key performance indicators (including green fees, Bar and Catering revenue and margin, subscription receipts, supplier payments, bank balances etc).
- 4.2.7 Ensure the timely submission of PAYE, NI, VAT & Corporation Tax returns
- 4.2.8 Operate a purchase order system and check goods/service received against purchase orders/invoices.
- 4.2.9 Negotiate and contract services and supply contacts, so as to ensure quality, value for money and efficiency.
- 4.2.10 Collect membership subscriptions by direct debit and annual payment and resolve defaulters/lapses
- 4.2.11 Ensure timely preparation and publication of statutory accounts.
- 4.2.12 Periodically review insurance policies and maintain adequate, appropriate and cost-effective levels of cover.
- 4.2.13 Where required, prepare for, attend and minute Council meetings and sub-committee meetings
- 4.2.14 Plan AGM/EGM meetings and associated statutory notices

4.3 Resource Planning and Management

In conjunction with relevant committees and Professional Advisers:

- 4.3.1 Act as line manager of the departmental heads.
- 4.3.2 Prepare and maintain contracts of employment for all staff.

- 4.3.3 Ensure all members of staff are appraised and performance managed.
- 4.3.4 Meet regularly with Line Managed Staff and third-party operators to define responsibilities, agree work plans, review performance and address any issues
- 4.3.5 Maintain service contracts (to include Service Level Agreements) with third-party operators including the Golf Professional.
- 4.3.6 Manage suppliers and contractors – including accountants and bookkeepers
- 4.3.7 Ensure staff resources and rotas are appropriate to the business plan.
- 4.3.8 Efficiently and effectively meet the requirements of the Golf and Membership Schedule of Work (see appendices)
- 4.3.9 Review, update and implement Health and Safety policies in line with current legislation and club policy.
- 4.3.10 Act as the Lead person for Health and Safety Management

4.4 Facility management and technology optimisation

In conjunction with relevant committees, approved suppliers, legislation, budgets and strategy plan:

- 4.4.1 Ensure all golf facilities are maintained and improved.
- 4.4.2 Ensure all club premises and facilities are maintained and improved.
- 4.4.3 Ensure club IT systems and software platforms (including ClubV1, BRS and Microsoft 365 and the website) are fully utilised to maximise efficiency, engagement and compliance
- 4.4.4 Ensure the Club's computer hardware/software is maintained in good working order

5. Appendices: Golf and Membership Schedule of Work

In conjunction with the Clubs Committees, Departments and third-party suppliers, the General Manager has overall responsibility for a Golf and Membership Schedule of Work which includes but is not limited to:

5.1 Golf Events

- 5.1.1 Plan, publish and administer an annual fixture list including open events and Festival Week.
- 5.1.2 Administer and manage the Tee-time Booking System.

5.1.3 Organise and host visiting parties, societies and guests

5.2 Golf Facilities

5.2.1 Buggy hire

5.2.2 Practice facility and driving range use and procedures

5.3 Golf Subscriptions

5.3.1 Prepare annual subscription invoices and manage the remittance process.

5.3.2 Maintain membership and customer databases in line with GDPR regulations

5.3.3 Administer membership applications

5.3.4 Delivery routine admin services related to club cards, handicap certificates, card top ups, member questions and queries.