Enfield Golf Club

Job Description

JOB TITLE: General Manager

REPORTS TO: Chairman

ACCOUNTABLE FOR:

The management of Enfield Golf Club, a private members' club with a current membership of over 500 members and an annual turnover of £1.2m and asset base of £1.25m

This will involve leading our team to ensure we provide high-quality services to all members and visitors by:

- The successful implementation of the Club's Business Plan, developed in conjunction with the General Committee, with a particular focus on driving income growth from the Club's new hospitality and events facilities.
- Managing an annual budget, set in conjunction with the Finance Committee, and to manage costs against it.
- The coaching, development and performance management of staff to achieve high quality results and customer service for members and guests.
- The delivery of successful sales and marketing campaigns.
- Human resource management (supported by an external consultant).
- Management of health, safety, and environment.

We are a 7 day a week operation and the GM will be required to work on a flexible basis to suit activities of the club.

MAIN DUTIES & RESPONSIBILITIES

Membership

- Manage all aspects of membership including attracting new members, retaining members, gaining feedback etc.
- Regularly communicate to Members via newsletters, focus groups etc.
- Work closely with the Club Professional to maximise the benefits of his services to members and visitors.

Course

- Ensure through the Head Green Keeper that the course is maintained to a high standard in accordance with the daily work plan and the Club's Course Management Policy document.
- Assist the Chairman of the Greens Subcommittee and the Course Manager in identifying the key improvements to be made to the course in line with members' survey feedback and the club's business plan
- Ensure with the Course Manager and Head Green Keeper that an asset management plan is kept and maintained for the course including all course machinery to ensure its safe and efficient management.

Hospitality

- Develop a high quality, profitable Hospitality service which exceeds the expectations of members and visitors.
- Ensure through the Clubhouse manager that the bar and restaurant offer high quality customer service in a profitable manner.
- Ensure through the Head Chef that high quality food is provided for our members and guests on a daily basis and at functions in accordance with agreed menus, sourcing policy, pricing and margin structure.
- Ensure that both club and external functions are planned, organised and run to the highest standards and profitably.
- Ensure the clubhouse facilities are very well managed, presented and maintained.

Marketing

- In conjunction with the Marketing, Membership and Visitor sub-committee, initiate and deliver activities to attract new members and to increase the number of visitors in line with the Annual Budget.
- Manage the Club website and ensure that it provides up-to-date, relevant and interesting content for members and visitors.
- Promote the Club through local and national media relationships and through social media.
- Effectively market attractive function and society packages.

Performance Management

- Manage the recruitment, training and development of the Club's staff.
- Ensure consistent high standards of staff performance through the use of effective performance management techniques. This will include coaching, objective setting and appraisals for all staff.

Manage the provision of office and support services including:

- Management of the Club's Information Systems
- Acting as secretary to the General Committee
- Control of all insurance and security issues ensuring that all risks are adequately covered.
- Ensuring compliance with all statutory and local government legislation including:
    - Licensing
    - Procurement & contract management
    - Employment law,
    - Health & Safety, COSSH,
    - Child Protection & Safeguarding
    - and Data Protection
- Building and maintaining beneficial relationships with other golf clubs and other industry organisations as appropriate.

Finance – Work with the Honorary Treasurer with all aspects of the Finance operations of the club including:

- The preparation of all budgets and financial statements.
- Ensuring the timely payment of all invoices
- The payment and administration of all staff salaries
- Control of all expenditure in accordance with approved budget expenditure profiles
- The maintenance of proper accounting records.

General

- The post will be located at the Club offices.
- The post holder is required to hold a valid driving licence and have reliable transport available for occasional business use.

Qualifications/Experience A good understanding of the organisation of golf and experience of managing hospitality and events, ranging from a daily bar snacks and restaurant operation to weddings for up to 140

guests.

- A talent for marketing, with experience in developing and implementing effective marketing plans using digital and print media.
- A track record of developing a culture of service excellence to deliver a consistent, high quality and enjoyable experience.
- Experience of managing a diverse team through strong performance management, objective setting and appraisal.
- Commercial and financial acumen, a good knowledge of sound business practices and basic P&L skills.
- Must be competent in IT and computer technology.
- Must possess interpersonal skills to deal with members and visitors.
- Should be capable of effectively managing personal time in a busy and disruptive environment.
- General management experience in site operations with a working knowledge and application of appropriate legislation including:
    - Licensing
    - Procurement & managing contracts and suppliers
    - HR,
    - Health & Safety, COSSH,
    - Child Protection & Safeguarding
    - and Data Protection legislation

This list is not exhaustive and is designed to provide a guide to the main responsibilities and duties of the role. It is expected that all personnel will undertake duties outside of the scope of this document from time to time.