



Golf Recruitment Expertise

We collaborate with clients to build stronger teams and address their golf recruitment challenges

About Us

At Promote People, we understand the challenges of golf recruitment. Since our inception a little over three years ago, over 100 clubs have turned to us to recruit skilled candidates across all departments within a golf club. Headed by Richard Pilbury, himself a former General Manager in golf with over 30 years experience, we understand the industry, the people, the challenges that you face.

Utilising targeted networking, digital advertising and proactive sourcing, we identify individuals that match your unique requirements. From screening CV's to coordinating interviews, we manage the entire golf recruitment process end-to-end, saving you time and resources. Our industry connections and recruitment best practices enable us to connect you with the right people to meet your needs.





Why Choose Promote People?

- Deep and practical understanding of golf clubs and the industry
- Expert advice on your job description, the salary you should offer and talent acquisition strategy
- Large database of senior managers in the golf and hospitality industry who possess competence
- Defining the right capabilities and soft skills necessary to undertake the role
- Guidance on offer negotiation and counteroffer scenarios
- Pre-employment checks, references and DBS checks undertaken on candidates
- 12-months commercial support after the appointment through Promote Golf
- Passive and active markets explored



The SELECT Recruitment Process

Client Kick Off

We conduct extensive research to build a picture of the role and a profile of candidate you require

Candidate Development

We develop a handpicked pool of custom-matched talent for your consideration

Streamlined Search Process

We arrange and you conduct interviews of our handpicked selection of candidates

Final Stage Interview

You make your final selection and we manage the appointment and rejection process

Search Conclusion

Appointment confirmed in an accelerated timeline with the safeguard of re-recruit support

Introducing the Directors



Richard Pilbury PGA

An extensive career in the golf industry has afforded Richard the opportunity to work in both proprietary and private sectors, accruing comprehensive experience as a General Manager having managed both mature operations and new builds.



Matthew Orwin CIM MBA

Matthew attained his first golf club General Manager role at the tender age of 22, some 30 years ago. Since this time, he's gone on to management multiple golf facilities both on an individual club and multi-site basis.



David Reeves

David has worked in the golf and leisure industry for over 30 years, managing both individual clubs and multi-site. As a former Executive with The Club Company, he's also well-versed in health club operations, having overseen several developments for the company.

Testimonials



James Gathercole
Chief Operating Officer,
Crown Golf

"Richard Pilbury and the team demonstrated their effectiveness by successfully filling two General Manager positions within a two-month period in 2024. Richard meticulously selected candidates whom he believed would seamlessly integrate with the respective clubs. The satisfaction expressed indicates a high level of confidence in Promote People's services, leaving no doubt that they would be a preferred choice for future recruitment needs."

[Read more testimonials](#)

Just Some of Our Recent Clients

THE
SHROPSHIRE
Events • Golf • Weddings



THE WARWICKSHIRE
BY THE CLUB COMPANY



HEVER CASTLE
GOLF CLUB



KNOLE PARK
GOLF CLUB



MILLRIDE
GOLF & COUNTRY CLUB



Windlesham Golf





Explore the Whole Market

We don't just rely on our own database of past candidates - for every new role we design a tailored recruitment advertising campaign that taps into the entire talent market.

golfbus[ness]jobs

GMé

GCMA
GOLF CLUB MANAGERS' ASSOCIATION

CLUBHOUSE
EUROPE

Linked in

indeed

**THE
GOLF BUSINESS**



THE CATERER

it's
what
we do

promote

verb

1. support or actively encourage; further the progress of
2. raise to a higher position or rank