



Job Description – Golf Operations Manager

Responsible to: General Manager

General Description of Job

To support the General Manager in delivering the Club's Strategic Plan by assisting with the day-to-day golf operational performance along with the team at Royal Cromer Golf Club.

The Golf Operations Manager is responsible for delivering high operational standards, service quality, and member and visitor experience consistently and professionally alongside heads of department.

Specific Duties

Member and Visitor Relations

Foster positive relationships with members and visitors, acting as an exceptional brand ambassador for Royal Cromer, continuously looking to identify areas of improvement.

Prepare and coordinate member communications and marketing content in line with the agreed communications strategy.

Assist the General Manager with the management of membership applications; from initial enquiries to onboarding including the management of the membership waiting list.

Ensure visitor and society group bookings are handled efficiently, professionally, and seamlessly. Liaising with other operational departments.

Coordinate the operational delivery of golf events and functions – competitions, society days, open days, corporate events – ensuring high standards and consistent operational execution.

Maintain member and visitor data through the Club's data management systems. Collating information for fixtures, diaries and arranged matches.

Upsell the Club's on-site accommodation within social channels and directly with customers, and manage the bookings process, keeping other departments updated.

Assist the General Manager in leading Club initiatives towards junior recruitment, promotion of the Women in Golf Charter and similar.

Assist the General Manager in supporting the enhancement of the overall service culture: including first impressions and day-to-day interactions.

Operations and Facilities

To work closely with the General Manager and relevant HODs to ensure that all areas of the operation run smoothly, effectively and efficiently. Propose operational initiatives aimed at enhancing the overall golfing experience for approval by the General Manager.

Ensure operational compliance with established policies and escalate risk matters to the General Manager.

Liaise with and support Club committees to ensure seamless communication between members, volunteers and staff. Including but not limited to the Captain's committee, Handicap & Competitions, Social committee and sectional committees.

Work flexible hours to meet demands of operation. Weekend and evening work expected.

Sales, Marketing and Commercial

Support the execution of the club's commercial strategy: membership drives, visitor rounds, society business, corporate & event functions.

Implement marketing campaigns and track performance against agreed growth targets.

Monitor competitor data and present recommendations to the General Manager for consideration.

Staff and Culture

Provide day-to-day support and work collaboratively with department managers and frontline teams; foster a professional, member-centric culture aligned with the Club's heritage and standards.

Facilitate regular team briefings, support training and development initiatives and assist with staffing rotas, performance review and recruitment where required.

Act as a visible, accessible, approachable presence within the Club, representing the organisation positively to members, guests and visitors.

This is not intended to be an exhaustive list of duties and others may be added or be necessary to secure the proper performance of the job.

Requirements

Experience:

- Proven experience within a golf club environment, ideally with a background in Private Members Golf Clubs
- Qualifications or significant experience in the golf industry. Ideally including previous engagement with the PGA, GCMA and/or CMAE
- Exposure to marketing, communications and member relations in previous roles.

Skills:

- A genuine passion for golf and an understanding of delivering excellence in the Club industry.
- Excellent organisational and time-management skills; able to juggle multiple priorities.
- Strong interpersonal and communication skills with members, guests, suppliers and staff.

- Proficient in using Microsoft Office Suite, website content management systems and social media.
- Calm, adaptable and resilient under pressure.
- Positive, hands-on leadership style with the ability to work collaboratively across departments.

Success in this role will be demonstrated by:

- High member satisfaction and retention
- Smooth, professional delivery of member, visitor and society events

