

JOB DESCRIPTION

Job Title: Head Golf Professional

Reports to: General Manager

Department: Golf Shop

Job Summary

Manage all golf –related activities and business.

Specific Responsibilities:

Plans, promotes and directs all the golf activities including daily management responsibilities.

Is a member in good standing of the PGA and active in the organization.

Recruitment, hiring and supervision of all staff including assistant and teaching professionals, outside assistants. Create an environment that produces top flight golf professionals.

Implementation of policies and procedures.

Oversee all golf services and operations.

Oversee the rental and maintenance of golf cars.

Oversee the reservation system, starting and monitoring of play.

Track and verify all players and guests, golf cars, club care, lockers, handicap fees, and other charges necessary, and facilitate proper controls.

Oversee the administration of the handicap program.

Enforce all rules and regulations governing golf course usage.

Develop and manage an innovative tournament program that services all customer segments.

Develop and oversee the golf instruction and golfer development programs for all customer segments.

Develop new players and promote the game of golf.

Assist in the marketing and promotion of new memberships.

Oversee the operations of a well managed practice facility.

Maintain close working relationship with the Superintendent. Create an ongoing process that communicates the needs of the membership to the Superintendent.

Take an active role in the oversight of ongoing course historical restoration.

Stewardship of the ongoing course maintenance to insure the work already completed is not undermined.

Attend all appropriate committee meetings and take an active role in the committee.

Assist in the preparation of budgets, including forecasting and review of all golf revenues and expenses on a daily, weekly, monthly and annual basis.

Maintain and oversee a merchandise concession that is consistent with patron demographics and needs.

Establish sales goals and forecasts for all golf programs and services, monitor and analyze reports.

Oversee all golf-related purchasing.

Implement cash and systems controls to ensure the safekeeping of assets, inventory and resources.

Oversee and approve all weekly golf staff time sheets / payroll, purchase orders and invoices.

Supervise physical inventories and the display of merchandise. Assist in the development of necessary systems to safeguard inventories.

Assist in the publication of newsletters, informational and promotional materials. To include a writing a monthly article.

Compile information from market competition for comparison studies to properly position the facility in the marketplace.