



Job Description General Manager Weston-Super-Mare

Key Areas of Responsibility

The commercial day-to-day management of the Club, in accordance with the Business Plan and policies determined by the Management Committee, to include:

1. **Customer experience** to maximise the enjoyment and satisfaction of all users of the club including members, visitors, guests and event attendees.
2. **Revenue maximisation** from all revenue streams including membership, societies, visiting parties, bar and catering and functions.
3. **Commercial control** of the course, club, premises in line with the Business Plan and budgets.
4. **Resource planning** to deliver cost effective day to day , strategic projects and efficient support services
5. **Staff management and motivation** (including office, bar and catering, greens) in accordance with the relevant HR legislation, policies and personal development plans inspire, lead and motivate staff setting a high standards of service

To manage the day-to-day operational running and maintenance of Club, Clubhouse and associated staff,

The Golf Course

- Manage the primary asset of the club, Guiding the Head Green keeper to improve the course whilst maintaining the historical links;
- Working with the Management Committee, sub-committees and Head Greenkeeper to device, cost and plan both short and strategic long-term objectives;
- Handle day to day management questions arising from both members and guests.

Finance

- Actively participate in the formulation and preparation of the Club's Annual Budget ensuring that the targets and objectives are met within the appropriate timescale;
- Monitor actual financial performance and key variances with monthly reporting;
- Oversee financial processes and controls to maximise cash flow through prompt banking;
- Ensure that the purchasing of revenue and capital items is controlled and documented, seeking best value for the Club at all times;
- Assist with the reconciliation and control of all the Club's income streams – Bar, Membership Subscriptions, Green Fees, Catering and Sponsorship etc.

Clubhouse

- Maximise bar and catering revenues and profitability;
- Ensure that acceptable standards of dress and behaviour are adhered to on Club premises at all times;
- Ensure regular stock takes are conducted with investigation of material variances;
- Oversee the engagement of 3rd party contractors as necessary to ensure that the fabric, machinery, maintenance and decoration of the clubhouse and outbuildings are maintained to a high standard.

Golf

- Work closely with the Club Professional to maximise the benefits of their services;
- Manage the annual club diary to ensure a balance of member and visitor events;
- Oversee the integration of new members into the club.

Communications & Marketing

- Maximise membership, green fee, society, corporate and commercial revenues;
- Manage the club's digital communication with members and visitors, including e-newsletters, e-mail updates, social media and the annual members survey;
- Oversee the club's website ensuring that it is maintained up-to-date and relevant at all times;
- Manage communication within the clubhouse, including keeping notice boards up-to-date and relevant, ensuring competitions, social events and other club activities are promoted;
- Look to build and maintain beneficial relationships with other golf clubs and industry organisations as appropriate.

Administration of the Club

- Maintain accurate records of committee meetings and agendas;
- Manage the Club's administration in a structured and efficient manner including subscriptions, invoicing, member events, communication and marketing.

Health and Safety

- Maintain an overview of all insurance policies and security issues ensuring that all risks are adequately covered;
- Ensure compliance with all statutory and local government legislative requirements including but not limited to Licensing, Health & Safety and Employment.
- Oversee the Club's Welfare and Safeguarding Officer.