

JOB ROLE – DIRECTOR OF GOLF

JOB TITLE:	Director of Golf	DIVISION:	Golf
ADVERTISEMENT DATE:	7 th April 2025	CLOSING DATE:	25 th April 2025
INTERVIEW DATE:		INTERVIEW LOCATION:	Golf Club
START DATE:	Target – 2 nd June 2025	SALARY BRACKET:	£50,000 - £55,000

JOB ROLE & RESPONSIBILITIES

We are looking for a Director of Golf to lead West Malling Golf Club. The successful candidate will work closely with the divisional leads within the business, namely the Hospitality, Food & Beverage manager, Head Greenkeeper and general Clubhouse Staff. The candidate should assume responsibility for a full range of managing duties to provide effective financial and leadership control on all aspects.

The successful candidate must be able to operate at both a tactical and strategic level, managing and continuously developing all aspects of golf related activity within the club. This involves providing a clear vision for the club's strategic direction, whilst taking personal responsibility for identifying additional sales and marketing opportunities. Alongside ensuring customer service excellence is consistently delivered, whilst revenues and profitability are maximised.

Operational Management

- The successful candidate will be the:
 - Operational Lead of:
 - The Club House (excluding hospitality, food & beverage)
 - The Golf Course
 - The Driving Range
 - And collaborate with:
 - The Hospitality, Food & Beverage Manager
 - The Pro Shop Staff & PGA Pro's
 - The Shareholders
- They will ensure smooth and efficient daily operations, including financial management
- Undertake weekly duties, including:
 - Management & scheduling of the staff rota
 - Daily reconciliation of revenue
 - Work with the Hospitality, Food & Beverage Manager to co-ordinate the Club House opening & closing procedure
 - Collect fees and process payments in line with club procedures, including merchandise purchases, golf range tokens and green fees
- Assist in organising and running tournaments, and other events, to help make them a success
- To organise and control play ensuring that customers receive the best service and enjoyment during their time at the club
- To organise and control the hire of all golf buggy equipment

Member and Guest Relations

- Cultivate a welcoming and memorable atmosphere, exceeding guest expectations whilst building lasting relationships
- Ensure delivery of high-quality customer service to members and guests
- Drive sales through creative events including targeted marketing initiatives, whilst upholding a deep understanding of the club's members and guests
- Act as the primary point of contact for members around the club addressing concerns, feedback and suggestions

Staff Management

- Inspire, mentor, motivate and supervise the team
- Set clear expectations, conduct evaluations and implement annual performance reviews
- Carrying out effective recruitment, training, and leadership of the team
- Work with the existing Team and new staff to ensure the best possible service can be provided
- Collaborate with the other managers of the club to optimise the club's performance
- Foster a positive and collaborative workplace culture

Other

- Ensure everything is in line with the club and company brand standards and guidelines
- Uphold and manage the effective operation and reporting of the club's Intelligent Golf system
- Ensure all operations comply with all PGA Regulatory requirements
- Report at board meetings monthly, including working with the board to develop the functionality of the club to suit the personal approach we aim to provide to our members and staff
- Stay updated on trends in the golf and hospitality industries
- Undertake all risk management required within the golfing facility

SKILLS REQUIRED

- Strong leadership with a track record of successfully managing and motivating golfing operational staff
- Keen golfer with extensive golf knowledge
- Working understanding of procurement, stock management, negotiation and interpersonal skills
- An acute eye for detail along with strong communication and organisational skills
- Ability to support, train and motivate colleagues and drive accountability
- Adapt to a variety of client needs by tailoring your approach to suit diverse backgrounds and age groups
- Upholding a professional level of excellence at all times
- First Aider (preferred, however, training to be provided if required)
- Personal Licence Holder

PERSON SPECIFICATION

- **Confident, Proven Leader:** With extensive experience within the Golf Industry
- **People-Centric:** A passion for developing and motivating teams, creating a positive and engaging work environment
- **Customer-Focused:** A genuine commitment to providing exceptional guest experiences
- **Dynamic & Energetic:** A positive and enthusiastic personality, with a passion for creating a vibrant atmosphere
- **Excellent Communicator:** Strong interpersonal and communication skills
- **Person Specific:**
 - Ambitious
 - Highly organised
 - Self-motivated
 - Problem solver
 - Adaptable
 - Flexible
 - Easy to approach with a happy, bubbly, positive mindset!

ADDITIONAL INFORMATION

- West Malling Golf Club has just been acquired by a new board who are keen to invest in the development of the staff, golf courses, driving range, club house and membership facilities
- Ongoing career development plan, including the opportunity to grow in the role as the business develops
- Performance based bonus, ensuring recognition of your contributions
- Monthly pay
- 28 Days Holiday including Bank Holidays
- Opportunity to live on site in the Club House Flat
- Company Pension
- Ongoing training opportunities
- There will be a requirement for flexible working to suit the delivery of the role

Please send all CV's and application information to the Recruitment Team at info@aplleisure.co.uk