



Job description

Job title: General Manager	
Main purpose of job: The General Manager is responsible for the overall day-to-day management and smooth running of Whitley Bay Golf Club. This includes leading the team, ensuring high standards across the course and clubhouse, delivering excellent service to members and visitors and supporting the Board in delivering the Club's strategic goals. The role requires a hands-on, proactive leader who can balance operational oversight with commercial awareness and strong people management.	
Department: Management	Location: Whitley Bay Golf Club
Position reports to: Chair of Board	Position is responsible for: Administration Team, Club House Supervisor (and indirect team)
Length of contract: Permanent	Salary: £35k - £45k DOE

Main duties
1. Club Leadership & Strategy <ul style="list-style-type: none">• Lead the day-to-day operations of the club, ensuring a high-quality experience across the golf course, clubhouse, and services.• Work closely with the Board and sub-committees to develop and implement the Club's strategic objectives.• Promote a culture of continuous improvement, service excellence and financial sustainability.

This job description is not exhaustive and will evolve over time. The post holder may be required to undertake other duties within the scope and general nature of the role, in line with the Club's ongoing development and operational needs.



2. Member Experience & Communication

- Maintain a strong, visible presence across the Club to encourage a welcoming, member-focused environment.
- Handle member feedback, suggestions and complaints promptly and professionally.
- Oversee membership processes including onboarding, retention, communication and administration.

3. Team Management

- Line manage the Administration Team and Clubhouse Supervisor, providing clear direction, support and performance management.
- Build and sustain a collaborative, high-performing team culture.
- Ensure appropriate staffing levels and oversee rota management in partnership with supervisors

4. Finance, Budgets & Reporting

- Support the Board in managing the Club's financial performance.
- Oversee financial administration processes (invoicing, payments, reporting), using [insert finance system].
- Contribute to budget setting and monitor financial performance against agreed targets.

5. Facilities & Operations

- Take responsibility for the safe, smooth and effective running of all clubhouse and site operations.
- Liaise with external contractors, including catering providers and maintenance partners, to ensure high service standards.
- Ensure compliance with all legal and regulatory requirements, including health and safety, food hygiene and data protection.

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6. Marketing, Events & Growth

- Promote the Club to visitors, guests and societies to drive revenue and enhance reputation.
- Lead on member communications, newsletters and digital presence (including website and social media).
- Oversee delivery of Club events in collaboration with the team and sub-committees.

7. Governance & Stakeholder Management

- Act as the main operational liaison between the Board, sub-committees, professional staff and contractors.
- Prepare and present reports for the Board and contribute to policy and procedure development.
- Attend Board meetings and ensure effective two-way communication with members and stakeholders.

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Person Specification

Factor	Essential	Desirable
Qualifications		GCMA qualification
Relevant experience	<p>Previous management experience in a golf club, sports club or hospitality venue</p> <p>Experience managing teams, rotas, and performance</p> <p>Financial oversight and budget management</p> <p>Operational HR experience (recruitment, absence, appraisals)</p>	<p>Experience working within a private members' club</p> <p>Previous responsibility for event planning or visitor revenue</p> <p>Experience using a finance system or bookkeeping software</p> <p>Familiarity with employment law, health & safety and statutory responsibilities</p>
Aptitude, skills and abilities	<p>Strong leadership, communication and interpersonal skills</p> <p>Ability to work flexibly, including evenings and weekends as required</p> <p>Commercial awareness and problem-solving mindset</p>	<p>Social media and marketing experience</p> <p>Personal interest or background in golf</p> <p>Experience working with voluntary boards or committees</p>
Personal attributes	<p>Comfortable being a visible and hands-on leader on-site</p>	

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