



Henbury Golf Club

General Manager

Job Description

About Henbury Golf Club

Henbury Golf Club, established in 1891 on Coombe Hill in Bristol, is a charming 18-hole parkland course measuring around 6,001 yards with a par-69 layout. Nestled in mature woodland, it offers a traditionally designed, tree-lined challenge where accuracy off the tee and precise approach shots are rewarded. The course enjoys a lively social scene and hosts regular competitions and societies, welcoming both members and visitors. Facilities include a welcoming clubhouse with bar, restaurant, events space, plus pro-shop, coaching, and buggy hire. Overall, Henbury offers a historic, picturesque golfing experience just four miles from Bristol's centre.

The Role

The General Manager plays a central leadership role, responsible for the overall management and smooth operation of the golf club, including oversight of membership, employees and contractors, the clubhouse, and the course. This key position leads the team in delivering high-quality service in line with the policies and strategic direction set by the Board of Directors. The role demands effective communication across all levels of the club, ensuring clear and consistent engagement with members, committees, partners, and stakeholders. In addition, the General Manager is accountable for the execution of day-to-day administrative, financial, and supervisory responsibilities, ensuring the club operates efficiently, professionally, and in a manner that reflects its inclusive and member-focused values.

Reporting / Relationships / Dimensions

- Report to the Chair of the Board and work closely with the supporting Committees and other board members to implement the club's strategic direction.
- Manage a core team of permanent employees, with responsibility for recruiting and coordinating additional support staff as needed.
- Liaise with the Head Greenkeeper to assist in the planning and execution of course and clubhouse surrounds maintenance, and course development projects.
- Act as the primary contact for all vendor and supplier relationships, leading negotiations and managing contracts to ensure quality and cost-effectiveness.



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Scope & Key responsibilities

Administration

- Overall responsibility for the day-to-day administration of the Club and its premises, ensuring smooth and effective operations.
- Manage the delivery of all office services, including IT systems, telephony, and the club's golf management platforms.
- Ensure the efficient and accurate administration of club competitions using the Intelligent Golf system.
- Oversee the creation and distribution of club communications, including newsletters, social media updates, and member notices.
- Coordinate with the Club Professional, Hospitality team, and Head Greenkeeper to manage Society and visitor bookings, delivering a high-quality experience for all guests.
- Support the organisation of AGM/EGM, Board, and committee meetings, including preparation and circulation of agendas and minutes as required.
- Ensure compliance with all relevant legislative and regulatory requirements, including Health & Safety and contractual obligations.
- Oversee procurement processes to ensure purchases are efficient, cost-effective, and aligned with club needs.

Golf Operations

- Liaise with the Head Greenkeeper to ensure the efficient maintenance of the course, clubhouse surrounds and support the planning and delivery of course-related projects and work programmes.
- Manage the effective use of the tee sheet, optimising scheduling and availability through the capabilities of the Intelligent Golf system.
- Ensure golf standards are upheld and continuously improved in alignment with guidance from governing bodies such as England Golf.
- Delivery of the annual membership subscription process, while managing green fee clients in a sustainable, efficient, and member-friendly manner.
- Create a personal and welcoming atmosphere by ensuring team members greet every guest with warmth, professionalism, and enthusiasm.

Finance, Accounting and Financial Management

- Ensure the efficient and accurate operation of the Club's accounting software, maintaining records up to the point of reconciliation.
- Support the Finance Director in preparing the Club's annual budget and monitor daily expenditure to ensure compliance and minimise wastage.
- Compile accurate and timely salary data for payroll processing.
- Manage the prompt and professional payment of all authorised bills and accounts



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- Manage monthly stock takes to ensure proper inventory control and minimise waste.

Workforce Responsibilities and Supervision

- Act as line manager for Assistant Managers and the Kitchen, Course, and Front of House teams, ensuring they meet their objectives and perform duties in line with job descriptions and contracts, including participation in annual reviews and bonus schemes.
- Maintain up-to-date personnel records, employee handbook, attendance logs, and employment documentation, ensuring compliance with contracts and HR best practices.
- Record, manage, and resolve HR matters such as grievances, ensuring clear documentation and appropriate outcomes.
- Set clear, measurable objectives for staff, conduct annual appraisals, and provide feedback, coaching, and development recommendations to support continuous improvement.
- Effectively manage the Club's complementary workforce (including zero-hours staff) to maximise flexibility and service quality in collaboration with the permanent team.
- Oversee recruitment practices, ensuring compliance with Right to Live & Work laws and conducting thorough reference checks.

Sales & Marketing

- Manage the maintenance and ongoing development of the Club website to effectively promote the Club, showcasing its progressive values, vibrant social atmosphere, and modern interpretation of golf traditions for today's players.
- Actively support the promotion and growth of golf membership, working closely with the Club Professional and relevant board members, with a focus on engaging and attracting under-represented groups.
- Ensure the Club's social media channels are regularly updated, reflecting current promotions, news, and events to enhance engagement with members, attract prospective members, and appeal to visitors.
- Align all digital communications with the Club's brand identity and strategic objectives, reinforcing its inclusive and community-focused ethos.
- Plan the annual golfing calendar, scheduling club matches and inter-club knockouts to create a balanced and engaging program for members.

Property and Project Management

- Work closely with the Board of Directors and relevant committees to support the planning, management, and successful completion of new works projects aligned with the Club's strategic goals.
- Oversee the ongoing maintenance and development of the Club's facilities, ensuring they remain safe, functional, and fit for purpose.



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- Ensure all facilities-related activities comply with relevant regulations, including health and safety, accessibility, and environmental standards.
- Coordinate with contractors and service providers to deliver high-quality work within agreed timelines and budgets.
- Ensure the Club's insurance is comprehensive and up to date, providing adequate coverage to protect its assets.

I hereby confirm that I have read, understood, and acknowledge the contents of this job description.

Signed: _____

Name: _____

Date: _____

Ideal Person Profile

- A minimum of five years' experience in golf club or hospitality management, either as a manager or assistant manager, with a strong operational record of accomplishment.
- In-depth understanding of golf operations, including effective tee sheet management and the use of digital systems to optimise course utilisation.
- Working knowledge and practical experience in course maintenance, daily operations, and the delivery of upgrade or improvement projects.
- Proven commercial experience in managing bar and restaurant operations, with a focus on identifying and maximising revenue-generating opportunities.
- A collaborative, inclusive leadership style with a positive, hands-on, and energetic approach to team management and member engagement.



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- Demonstrate a strong understanding of the game and its evolving role in a modern club environment.

Basis of Engagement

- Competitive remuneration package up to £60,000 per annum
- Free on-site parking.
- Staff discount on meals and beverages.
- Complimentary use of the golf course and practice facilities.
- Standard working hours average 40 hours per week across five days.
- Flexibility is essential; additional hours will be required at peak times to meet the operational needs of the Club.
- While the Club supports a healthy work-life balance, this is a hands-on role that includes a rotating schedule, with regular weekend and occasional evening commitments.
- Holidays: 28 days per year (comprising twenty working days plus eight public holidays).