



HANKLEY COMMON
GOLF CLUB

JOB DESCRIPTION

Job Title: Operations Manager

Location: Tilford, Farnham, Surrey, GU10 2DD

Reporting To: General Manager

About Hankley Common Golf Club:

Hankley Common is a highly regarded heathland golf club consistently ranked among the top courses in the UK and Ireland. Renowned for its stunning natural beauty, challenging layout, and commitment to providing an exceptional golfing experience, Hankley Common offers a welcoming and engaging environment for its membership and limited number of visiting golfers. We pride ourselves on our rich history and dedication to maintaining the highest standards of course conditioning and levels of service.

Role Overview:

We are seeking a motivated and experienced Operations Manager to play a key role in enhancing the experience for our members and visitors while promoting the unique appeal of Hankley Common Golf Club. This position will help ensure all aspects of club operations run smoothly, including departmental liaison, golf event support, and member/visitor communication, alongside developing and implementing marketing initiatives that align with the club's reputation and position within the golfing world. The ideal candidate will possess a genuine passion for golf, exceptional interpersonal and organizational skills, a strong understanding of marketing principles within a discerning market, and the ability to uphold the club's values.

Key Responsibilities:

- **Operations Support:**
 - To work closely with the General Manager to ensure that all areas of the operation runs smoothly, effectively and efficiently and develop initiatives aimed at enhancing the overall golfing experience.
 - To take control of the club diary and work with the respective Heads of Department for both front and back of house to ensure a cohesive, efficient and premier service is delivered.
 - Work with the Golf Manager to ensure the execution of club golf events, competitions, societies and matches, provides a high-quality experience for participants.
 - Assist with member and visitor enquiries, giving information about club facilities, services, and policies.
- **Marketing and Communications:**
 - Help develop and implement marketing and communication plans, working with an outsourced operator where required, that reinforce the club's prestigious brand and promote limited visitor play.
 - Manage and update the club's website and other digital platforms, ensuring content is accurate, engaging, and reflective of the club's high standards.
 - Create compelling content for member communications, newsletters, and social media channels, whilst ensuring all marketing activities adhere to the club's brand guidelines.
 - Assist in the production of marketing materials, ensuring they align with the club's image and effectively communicate its unique selling points.
 - Explore opportunities for targeted marketing initiatives to reach relevant audiences and monitor and analyse the effectiveness of marketing and communication efforts.
- **Member and Visitor Relations:**
 - Foster positive relationships with members and visitors, acting as an exceptional brand ambassador for Hankley Common and gain feedback to identify areas for continuous improvement.
 - Deal with all membership related queries and run the renewal and application process, working with the relevant other parties to do so successfully.
 - Support the General Manager in addressing any member or visitor queries or concerns.

- **Personnel:**

- To ensure that all staff are formally inducted and all related personnel checklist requirements are in place.
- Chairs the weekly ops meeting in the absence of the General Manager.
- Assist the General Manager in managing HR within the club's staff team.

- **General:**

- Stay informed about trends in the golf industry.
- Adhere to all club policies and procedures.
- To liaise with Club H&S representative to ensure the day to day implementation of the Health & Safety Policy is carried out within respective departments.
- Ensures that all logged maintenance issues are conveyed and dealt with.
- Undertake other duties as reasonably requested by the General Manager.

Qualifications and Experience:

- Proven experience (typically 2+ years) in a golf club environment, ideally with exposure to marketing, communications, or member relations.
- A strong appreciation for the traditions and etiquette of golf.
- Excellent written and verbal communication skills, with meticulous attention to detail.
- Strong organizational and time management abilities.
- Can work confidently within the departments and with respective department heads.
- Proficiency in using Microsoft Office Suite and familiarity with website content management systems.
- Experience with Intelligent Golf or similar golf management software is desirable.
- A qualification in marketing, communications, or a related field is advantageous.
- Eligibility to work in the UK.

Personal Attributes:

- A genuine passion for golf and an understanding of the expectations of a discerning golfing clientele.
- Highly professional, articulate, and possessing exceptional interpersonal and analytical skills with an underlying concern for doing things better.
- A willingness to shift strategies and accept other viewpoints.
- Proactive, self-motivated, and able to work independently the ability to handle sensitive information with discretion.
- A strong commitment to upholding the club's image and values.

Benefits:

- The role provides a competitive salary, playing privileges (if applicable), pro shop discounts, pension scheme and free meals during work hours.

To Apply:

Please submit your CV and a covering letter outlining your relevant experience and your understanding of Hankley Common Golf Club to ed@hankley.co.uk

Closing Date for Applications: Sunday 27th July 2025

Initial Zoom meetings will be held with a large number of applicants w/c 28th July, ahead of formal on site interviews 7th - 13th August.

Hankley Common Golf Club is committed to equal opportunities and welcomes applications from all suitably qualified individuals.