



## Ulverston Golf Club - General Manager

### About Us

Nestled in the heart of South Cumbria, Ulverston Golf Club offers a truly special place to work and play. Our picturesque parkland course—shaped by the legendary H.S. Colt—boasts breathtaking views over Morecambe Bay and the Lake District fells. With 18 distinctive holes stretching over 6,259 yards, we're proud to be one of the most scenic and cherished golf clubs in Cumbria.

### Your Opportunity to Make a Difference

We're looking for a passionate and proactive General Manager to lead our vibrant and welcoming club. This is a key leadership role, with responsibility for ensuring the smooth day-to-day running of all club services—from clubhouse operations and member engagement to finances, marketing, and staff development. It's a rare chance to shape the future of a club ready for fresh energy and innovation.

### Who You'll Work With

You'll report directly to the Management Board to align business goals with club values, and work closely with a dedicated team, including the Food & Beverage Manager, Head Greenkeeper, Office Administrator, and our Club Professional. You'll also liaise with board of Ulverston Golf Club Services Ltd., the club's trading subsidiary.

### Key Areas of Responsibility

#### People Management and Leadership

1. Utilise effective performance management techniques to ensure direct reports deliver high standards of achievement. This includes providing ongoing direction, clear goals, measurements and performance monitoring through professionally managed appraisals.
2. Conduct regular staff meetings to ensure that an effective, coordinated service is provided for members and visitors by a well-motivated team.
3. Oversee the recruitment, training and development of Club staff.
4. Take necessary measures to ensure that acceptable standards of behaviour are adhered to on Club property and deal with matters of standards and discipline relating to staff and members.
5. Take overall responsibility for the welfare of staff within the club.
6. Introduce simple but effective Key Performance Indicators (KPI's) to ensure that individual, team and club performance is managed effectively and a culture of continuous improvement is encouraged.

#### Finance

1. Actively participate in the preparation of the Club's Business Plan, Annual Budget and Forecasts with the Management Board, and oversee the delivery of agreed financial goals.



2. In conjunction with the Club accountants monitor performance against target and present monthly/quarterly financial reports to the Management Board, identifying and explaining key variances in income and expenditure.
3. Reconcile and control the Club's income and expenditure and provide required financial information to the club's accountants.
4. Identify and implement cost savings and efficiencies across club operations.
5. Ensure that all capital and project expenditure is closely monitored and controlled within agreed budgets.
6. Work closely with the Office Administrator to meet all period end reporting deadlines.
7. Ensure that HMRC and Companies House requirements are met, including communicating all resignations and appointments of Directors to the accountants so they can be actioned on companies house.
8. Understand the intricacies of the Club's CASC status and its impact on accounting processes. Work closely with the Directors of the Trading Subsidiary to ensure the Club's and Trading Subsidiary's goals are aligned.

#### **Administration**

1. Manage all aspects of the Club's administration in a professional manner, e.g. procurement, invoicing, subscriptions, committee meeting minutes and communications.
2. Manage members' meetings and other evening events held outside the working day and oversee their execution.
3. Recommend appropriate improvements and innovations to the Management Board for consideration and play an active part in Management Board meetings.
4. Stay continually up to date and abreast of changes and developments in the wider world of golf and initiate necessary changes.
5. Provide status reports on strategic development projects to the Management Board.
6. Control all security measures and insurance requirements ensuring that all risks are adequately covered.
7. Ensure compliance with all statutory and local government legislative requirements (including Licensing, Health and Safety at Work, COSHH, and Employment, Data Protection, Child Protection & Safeguarding, etc.)
8. Manage and cross reference all documentation associated with Ulverston Golf Club as a members' club. (including Articles of Association, Standing Orders, Byelaws and Club Rules and Members Disciplinary policy)

#### **Marketing**

1. Contribute to the creation and maintenance of a marketing strategy to achieve the agreed optimum number of Club members and green fee-paying visitors.



2. Market the golf club's facilities for external events and functions such as birthday celebrations, funeral teas and wedding receptions, etc.
3. In conjunction with the Club Professional promote Corporate Days, Society visits and Open Competitions to maximise revenue from these income streams.
4. Along with the Club Professional take an active role in initiating activities to attract new members.
5. Take responsibility for maintenance of the club website.
6. Promote the Club externally through the use of social media and other available mechanisms.

### **Communication**

1. Manage all aspects of internal and external communications with a high degree of professionalism. Communicate effectively and efficiently with Club members on all appropriate matters utilising email, social media and keep notice boards / signage up to date.
2. Ensure that the Management Board, Club Officials and appropriate sub-committees are kept comprehensively abreast and up to date with all matters of importance affecting the well-being of the Club and its members.
3. Provide advice to the Management Board of any new developments, legislative or otherwise which may require policy change or changes in working practices.

### **Infrastructure Management**

1. Act as Chair of the House Committee
2. Regularly inspect the Club's property assets in order to identify maintenance issues and to ensure that high standards of house-keeping and general maintenance in respect of the clubhouse, driving range and related areas are achieved.
3. Oversee the maintenance of the fabric of the clubhouse, driving range and surroundings. Obtain quotes and liaise with contractors to oversee the successful completion of projects relating to clubhouse repairs and upgrades.

### **Candidate profile**

- Experienced business professional, preferably GCMA qualified or equivalent.
- Proven commercial experience with a track record of meeting financial targets.
- Ability to motivate and manage a dedicated team.
- Collaborative approach to working as part of a larger team.
- An understanding of the golf industry and expectations of a member's golf club.



## Ulverston Golf Club

Established 1895

- Flexible approach to working hours to meet the demands of an active members' golf club.
- Working knowledge and application of appropriate legislation including, licensing and employment law, Health & Safety, COSHH, Child Protection & Safeguarding and Data Protection legislation.

Ulverston Golf Club is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees

### **Employee Benefits:**

- Salary range £50k - £55k
- 25 Days holiday entitlement + public holidays
- Continued professional development and learning support.
- Pension
- Free Golf Membership