
Head of Golf Operations

Reporting to: The General and Commercial Manager

Job Purpose: To ensure a quality Golf Club experience for members – both existing and prospective -, visitors and societies to BBGC. To be the 'heart' of the golf club for our members and to co-ordinate, manage and organise the, diary, society business, open events and matches and ensure all aspects of those are organised in such a way that they achieve a high level of customer satisfaction. All aspects of membership and general member queries To deputise for the General and Commercial Manager.

Members Golf

- To be the first point of contact for all matters arising from club members.
- When catering is involved ensure the bar and catering staff are fully aware of numbers, timings and costs.
- When required ensure all members representing the Club are aware of the key match details.
- To promote and organising of all Club Open events to ensure they are successful in promoting Burnham Beeches and enjoyable for the players to compete in.
- Courtesy Administration. Displaying courtesy notices and the provision of Letters for courtesies received and posting Courtesies offered to other clubs on the Web Diary.
- Ensure smooth, timely and accurate planning and running of any golf authority (e.g., BB&O, England Golf etc) hosted competitions.
- Implement the actions in the Marketing Plan, and in conjunction with the Marketing Director take additional agreed actions during the year to maintain the membership numbers in line with Articles and the targets in the Club's Marketing Plan.
- Maintain a system for the processing of applications for membership and waiting lists and implement in conjunction with the Captain's Committee.

Societies

- As part of the society service, the role will also involve the production of society packages, sending out the relevant literature and ensuring all groups pay the necessary deposits to within the required timescale.
- To meet and greet societies on their arrival at the Club and ensure their needs for the day are met.
- To record all society data on the Club system to ensure financial forecasts can be provided.
- In conjunction with the General Manager communicate through post or email system with the societies to help promote the Club and maximise the society revenue.
- To ensure all staff in the Club including Professionals, office staff, cleaners, starters, bar and catering staff are fully aware of all society details so that the best possible service is provided.
- To organise starters for 2 tee starts, societies and opens.

House Experience and Food & Beverage

- To act as the 'hub' for communication between members, visitors and the Hospitality Team – through facilitating appropriate communication channels.
- To achieve a consistency of package pricing to the satisfaction of the club.
- To be the 'hub' for the satisfaction of all users of the clubhouse, F&B and surrounding facilities – by coordinating everyday appearance and quality standards.

Communication / General

- To provide club activity information to all those affected – in the most appropriate way - detailing all activities on the golf course and in the Clubhouse. and any other usage which will impact on members / visitors.

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- Annual update of the Web Diary. To keep the diary section of the website updated on a timely basis with key society and competition details so that all members and visitors have a clear picture of when the golf course is booked.
 - Systems Administration, updating and maintaining member, society and player details on the Membership system.
 - To monitor fixtures and check annual diary.
 - To deal with member enquiries.
 - To organise Past Captain's matches.
 - To assist with areas such as the AGM and any Club EGM and meetings.

Sales and Marketing

- Ensure Club's website is regularly maintained and updated with current relevant information.
- Assist in the preparation of Club's marketing materials.
- Contribute to the maintenance of the Marketing and Communications Plan and take responsibility for implementing the actions in the Plan.
- In association with Marketing Director, maximise marketing opportunities making use of electronic media where appropriate, with the aim of achieving the income levels set out in the Club's financial plans.
- Work with the Marketing Director to promote the Club's services both externally and internally to all members maintaining and developing the yield from societies and casual green fee business.
- Attend Marketing Sub-Committee meetings, prepare minutes and ensure that actions arising from the meeting are carried out and decisions implemented

Golf Professional Services

- Ensure Golf Professional carries out any society requests for additional services.
- Working with the golf professional, make sure that any junior or other academy activity, is managed and dovetails with the club's and members' expectations.

Other Management Tasks

- Attend all Competitions and Handicap's Committee meetings and ensure decisions are implemented.
- Provide support and guidance to the Captain's during their year of office, In particular, to acquaint them with any traditions and expectations based on past experience and history.
- Maintain an active involvement in the Golf Club Managers Association and keep pace with developments in golf club and course management.