



## Job Description

<b>Club:</b>	<b>Charnwood Forest Golf Club</b>
<b>Position:</b>	<b>General Manager</b>
<b>Reports To:</b>	<b>Chairperson &amp; Board of Directors</b>
<b>Direct Reports:</b>	<b>Head Greenkeeper, Food &amp; Beverage concession &amp; Bookkeeper</b>

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### Overview of Position:

You will play a leading role in the management and administration of the Club, supporting the Board of Directors in delivering the Club's Strategic Plan, including monitoring and evaluating progress. This will involve managing the day-to-day operations, overseeing Club employees and on-site contractors, and ensuring all operational processes are lean and agile. You will also contribute to the longer-term strategy for the Club's development, providing regular reports to the Board, and working closely with Working Groups and Sub-Committees to shape and implement their respective operational plans.

You will produce and take ownership of detailed Operational Plans that set out the activities and schedules needed to achieve the objectives within the Strategic Plan. Your leadership will be characterised by enthusiasm, inspiring staff, and fostering a welcoming, positive atmosphere for all members and visitors. As a key member of the team, you will constantly seek innovative ways to enhance the experience for members and staff, nurturing a strong sense of pride in the Club. In addition, you will represent the Club within the golfing community, acting as an ambassador to uphold and further enhance its reputation.

### Key Areas of Responsibility:

#### Estate, Facility & Governance:

- Oversee day-to-day operations of the Club, ensuring compliance with all policies, byelaws, rules, and the Club's Articles of Association.
- Ensure all operational areas, clubhouse facilities, and surrounding grounds are well-maintained to meet members and guest needs.
- Evaluate and maintain operational procedures and policies to ensure they are fit for purpose and aligned with best practice.
- Implement and monitor a robust Health & Safety policy covering housekeeping, insurance and risk management, fire safety, security, course operations, and food & beverage management.
- Maintain comprehensive, up-to-date insurance coverage to safeguard the Club's assets.
- Ensure compliance with all legal requirements, including Health & Safety, Employment Law, Company Law, and Companies House regulations.
- Keep Club policies and procedures current, legally compliant, and accessible to relevant stakeholders.
- Manage contracted services (e.g., laundry, cleaning, fire equipment, security), regularly reviewing contracts for value and performance.
- Coordinate and schedule all formal meetings (AGM, EGM, Board, and Sub-Committees), preparing and circulating documentation in a timely manner.
- Lead safeguarding initiatives by implementing and monitoring the Club's Safeguarding & Protecting Children Policy, including vetting and training.
- Use internal data and industry insights to contribute to the Club's strategic planning and continuous improvement.



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- Maintain and enhance the Club's IT infrastructure and online systems for operational efficiency.
- Attend key Club events to provide operational oversight and ensure smooth delivery.
- Actively participate in the Sustainability Working Group, supporting initiatives to improve the Club's environmental performance.
- Promote and embed sustainability principles across Club operations and decision-making.

### People, Human Resources:

- Lead recruitment, onboarding, and induction of new employees, ensuring compliance with all legal and ethical requirements.
- Manage staffing levels and create weekly rota to ensure operational needs are met.
- Conduct performance reviews, set objectives, and oversee personal development plans for all employees.
- Recognise and reward high performance while addressing underperformance promptly and effectively.
- Ensure all staff activities comply with Health & Safety regulations, Employment Law, and company policies.
- Maintain accurate records of staff hours, holidays, attendance, and other employment data.
- Foster open communication across teams, ensure clarity on company objectives and performance.
- Support employee welfare by providing resources, training, and ongoing professional development opportunities.
- Implement and maintain a 360-degree feedback process to enhance team and individual performance.
- Oversee all HR-related operational processes as part of the overall Operational Plan.

### Financial:

- Maintain accurate and up-to-date accounting records to ensure the Club's financial position can be determined at any time.
- Assist in the preparation of annual budgets, monthly management accounts, and financial statements.
- Control expenditure in line with approved budgets and targets, ensuring financial stability.
- Manage all Board-approved projects to agreed standards, timelines, and budgets.
- Oversee creditor payments, cash flow, and banking arrangements, maximising returns on cash balances.
- Ensure the security, reconciliation, and proper recording of all cash and receipts.
- Liaise with auditors, bookkeepers, and the Finance Director, providing timely information and responses.
- Present monthly financial reports, income and expenditure, to the Board.
- Support long-term financial planning in collaboration with the Finance Director.

### Communications, Sales & Marketing:

- Manage the Club's membership, tee booking, competition management software, member records, and handicapping system.
- Lead membership sales, retention, and renewal activities across all categories, including managing waiting lists and pathways for new and returning golfers.
- Contribute to the Club's strategic plan for membership growth, retention, and increased golf-related income.
- Work with Directors, Club Captains, and committees to enhance the Club's image, reputation, and event delivery.



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- Plan and coordinate the annual golfing calendar, including matches, inter-club knockouts, and the Club's Open Event schedule.
- Support committees in delivering Club competitions, taking a lead role where required to ensure high-quality events.
- Conduct regular member surveys to gather feedback, measure satisfaction, and benchmark progress.
- Coordinate regular member communications through newsletters, digital updates, and targeted social media campaigns.
- Review and improve the effectiveness of all communication channels and the Club's online presence.
- Create engaging, brand-aligned content to promote events, membership opportunities, and the Club's overall profile.
- Implement and monitor service standards, ensuring all team members consistently meet or exceed expectations.
- Regularly engage with members to gather feedback, using their insights to improve the overall service experience.
- Foster a team culture of professionalism, accountability, and collaboration to enhance the overall service delivery.
- Actively participate in major Club days, playing an integral role in the execution and success of high-profile events and member activities.

### Strategic:

- Work closely with the Board to develop and deliver strategic goals, contributing to the long-term planning and success of the Club.
- Prepare for and attend all Board of Director and Working Group meetings, ensuring agendas are created and minutes are accurately recorded and circulated.
- Assist in implementing the decisions made during Board meetings, ensuring follow-through on action items and strategies.
- Maintain active involvement in the Golf Club Managers Association to stay informed on industry developments.
- Build and maintain strong relationships with other General Managers, as well as with County and National Golf Unions, fostering collaboration and information sharing.
- Regularly review and stay up to date with best practices in golf club and course management, integrating new insights into Club operations.

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

**Signed:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_