



Knott End Golf Club

GENERAL MANAGER

The Club

Knott End Club, established in 1910, is a private members club situated north of Fleetwood beside the mouth of the River Wyre. It has a stunning 18-hole Golf Course designed by James Braid, which represents all that is best in a park links and pastoral course. The front 9 holes run alongside the river Wyre with breathtaking views of the Bowland Hills, Morecambe Bay and our fabulous club. The back 9 take you down into the woodland part of the golf course with fantastic views of the local countryside and wildlife. The clubhouse boasts a nautical design with a contemporary interior, a haven for both members and visiting golfers.

The Position

The Club is seeking a dynamic General Manager who will have overall responsibility for the day-to-day management and operations of the club. This will include managing staff, the administration including finances, the course and clubhouse. The General Manager will have specific responsibility for promoting Knott End Golf Club in ways that will attract new members in all categories as well as visitors and societies in order to drive up revenue and enhance reputation. In carrying out this important task the General Manager will work closely with the Chairman and the Board to ensure the strategic direction of the Club is adhered to and achieved.

Key Responsibilities

1. Membership, Communication & Marketing

- Raise the profile of Knott End golf Club by building the brand on social media and across the region.
- Develop and implement innovative initiatives to increase the number of members across all categories.
- Develop, implement, and monitor a marketing strategy to generate further income including from grants and other funding opportunities.
- Manage the induction and onboarding of new Club members ensuring they are welcomed into the club and receive all relevant information.
- Ensure a communication strategy is in place to keep all members informed of Club initiatives, developments and functions taking place, actively using the Club's newsletter, social media, bulletin boards and Members' Hub.
- Handle member feedback, suggestions and complaints promptly and professionally.

2. Staff

- Line manage the Club Professional, the Head Greenkeeper, the Food and Beverage Manager, Cleaning Staff, and the Office Staff
- Manage the recruitment and discipline of all staff in conjunction with the appropriate Director and conduct annual staff appraisals.
- Implement the Club's Health & Safety Policy and ensure all staff are aware of it and operate within its framework.

- Arrange staff training as required and monitor all holidays, sickness, and overtime claims.

3. Course Management

- Work closely with the Director for Greens and the Head Greenkeeper to develop a robust agronomic plan to maintain, improve and develop the course.
- Develop a medium to long term strategy for the replacement of all major items of machinery, the irrigation system and essential equipment.
- Ensure all Health and Safety, risk assessments and mandatory training needs are adhered to and completed.
- Ensure all H&S Training needs are identified and arranged.

4. Clubhouse and Premises

- Work closely with the Director for House and the Food and Beverage Manager to develop a robust business plan to grow the bar and catering turnover.
- Oversee the management of the Club's premises ensuring they are proactively kept clean, properly maintained and all necessary service are provided.
- Accommodate all social members of the Club e.g., Snooker, Bridge.

5. Golf

- Work closely with the Director of Competitions and Handicaps to prepare an annual fixture list and include this in the annual diary.
- Promote and market all Open Competitions and Club Golf Days.
- In conjunction with the Professional monitor the golf booking system to ensure that course utilisation is maximised. In addition, increase the use of the swing room.
- Oversee arrangements for all visiting societies including payment of green fees. Maintain a database of society organisers and a review system after each visit to encourage further bookings.

6. Finance

- Collaborate with the Bookkeeper and Financial Director to maintain accurate accounting records.
- Work closely with the Director for Finance and the Accountant to produce annual accounts and to get these audited for the members and the Company.
- Monitor monthly the budget and preparation of monthly accounts for the Board.
- Act as a joint signatory for the Club's bank accounts and ensure all bills are enacted and paid on time.

7. Administration

- Oversee the provision of the office services including responses to correspondence, telephone and member enquiries.
- Prepare for and attend the monthly Board meetings, generate the agenda, ensure the minutes are prepared and that all relevant actions and decisions are implemented in good time.
- Work closely with the Board and operational committees to develop, implement and review the Strategic and Business Plan.
- Maintain the necessary records for all areas of the club.

This job description is not exhaustive and will evolve over time. The post holder may be required to undertake other duties within the scope and general nature of the role, in line with the Club's ongoing development and operational needs.