

North Foreland Golf Club

General Manager

Job Description

The Role

The General Manager is the central leadership figure of North Foreland Golf Club, responsible for all aspects of its operation and development. This includes oversight of membership experience, financial performance, staff management, facilities, and strategic delivery

The postholder will ensure the Club runs efficiently, profitably, and in line with its strategic goals, maintaining the highest standards of service and presentation.

This is a highly visible role that requires an outgoing, approachable personality and a proven track record of building an inclusive, integrated, and harmonious membership base. The General Manager will act as an ambassador for the Club, fostering strong relationships with members, committees, staff, and external partners.

Reporting & Relationships

- Reports directly to the Chair of the Board.
- Works closely with committees and board members to implement strategic initiatives.
- Leads a dedicated management team across golf, hospitality, and course operations.
- Liaises with the Course Manager, Club Professional, and key contractors to ensure quality across all areas.

Key Responsibilities

Leadership & Operations

- Provide inspirational leadership to staff and members, promoting professionalism, teamwork, and accountability.
- Oversee all daily operations including golf, hospitality, clubhouse, events, and administration.
- Maintain clear and consistent communication between staff, members, committees, and stakeholders.

Member Experience & Culture

- Foster an inclusive, welcoming, and engaging environment for members, visitors, and guests.
- Build and maintain a united membership community through positive communication, presence, and transparency.
- Encourage member feedback and develop initiatives that strengthen club culture and belonging.

North Foreland Golf Club

Financial Management

- Prepare and manage budgets, monitor performance, and identify new commercial opportunities.
- Maximise income from memberships, green fees, events, and catering.
- Ensure effective cost control, purchasing, and reporting systems.

Team Management & Development

- Recruit, train, and motivate a skilled, customer-focused team.
- Conduct appraisals, manage HR processes, and support professional development.
- Lead by example to maintain high morale, service standards, and staff retention.

Course & Facilities

- Oversee and support the Course Manager in delivering the highest standards of course presentation.
- Oversee the upkeep and presentation of the clubhouse, car park, and grounds.
- Support the planning and delivery of capital projects.

Marketing & Communications

- Oversee the Club's website and social media, ensuring communications reflect its modern, inclusive ethos.
- Promote North Foreland as a leading destination for members, societies, and visitors.
- Build community partnerships and raise the Club's profile across the region.

Governance & Compliance

- Ensure compliance with all legislative, regulatory, and governance obligations.
- Support the Board in policy implementation, committee processes, and long-term strategic planning.

Ideal Person Profile

Essential:

- Minimum of 5 years' leadership experience in golf club or hospitality management.
- Strong commercial awareness with P&L responsibility and budgetary control.
- Proven success in building inclusive and harmonious club communities.
- Confident communicator with an outgoing, approachable, and engaging personality.
- Excellent people management and HR knowledge.
- Strong IT literacy, ideally including Intelligent Golf and related systems.

Desirable:

- Marketing or community engagement experience.
- Knowledge of course maintenance and facilities management.

North Foreland Golf Club

- Experience in governance, capex projects, and compliance.

This is a hands-on leadership position requiring flexibility, visibility, and energy — including regular weekend and evening commitments.