



General Manager

Reporting Lines

Reports to Chairman of the Board or alternative nominated Director in their absence, and will have a strong liaison and working relationship with the Club Captains and Board Directors.

Job Summary

Responsible for the effective day-to-day management and operation of the Golf Club, all financial management and administration, health and safety matters and compliance. This includes the management and development of marketing, communication, customer service, membership recruitment and retention, in order to achieve the objectives laid down in the Club's budget. Above all the General Manager will be expected to provide leadership excellence.

- 40hrs over 5 day week (occasional weekends)
- Flexible working to suit both individual and business needs - may vary over the golf season
- Pension Scheme; Golf Membership; Performance Incentives

Role Requirements

- An influential leader with previous management experience
- Manage a team of employees and contractors. Lead and motivate a skilled management team comprising Course Manager, PGA Professional and Hospitality Manager
- Excellent IT skills – MS Office packages, WHS, Finance Systems, Social Media
- An excellent communicator both verbal and written
- Working knowledge of licensing law, employment law, health and safety legislation and risk management
- Able to work strategically, planning ahead and meeting deadlines, and adapting to changing conditions
- Commercial acumen – a good overall understanding and interpretation of company finances
- Experience of business development and growing revenue streams
- Able to problem solve, both operational and strategic issues through a pragmatic and consistently sound approach
- A willingness to work flexible hours to meet the demands of the position
- CMAE MDP qualification or similar

Key Accountabilities

Management & Leadership

The General Manager will be required to provide leadership and line management to, and have strong working relationships with the following people to maximise the benefits that their services bring to Club Members and Visitors alike, to ensure the smooth and successful running of the Club. Along with day-to-day contact the General Manager will lead monthly 1-2-1 and Team meetings:

- Course Manager
- Club PGA Professional
- Hospitality Manager
- Accountant & Bookkeeper
- Club Administrator



1. To be the first point of contact for Members
2. Manage the recruitment, training and development of the employees.
3. Ensure accurate job descriptions and contracts of employment exist for all staff.
4. Ensure that the Employee Handbook is kept up to date and available to all employees.
5. Implement the Club's policies on Health & Safety and similar legislation and ensure staff are appropriately trained in the proper use of machinery and equipment relevant to their role.
6. Management of annual appraisals in liaison with other key staff to ensure that role requirements and objectives are clear and understood and that appraisals are carried out on time and effectively.
7. The General Manager will manage and Chair regular weekly/monthly meetings with all direct reports to ensure that an effective, coordinated service is provided for Members and Visitors by a well motivated team.
8. Build and maintain beneficial relationships with Scottish Golf Limited, local Golf Clubs and other industry organisations e.g. Scottish Golf & Club Managers Association, keeping pace with developments in Golf Club and Course Management.

Marketing and Communication

1. Develop and manage the Club's marketing plan effectively, within agreed costs, to drive member recruitment, increase visitor party income, develop and improve sponsorship opportunities, corporate/society packages to maximise profitability and usage of facilities and identify other revenue generation opportunities.
2. Manage membership applications ensuring that all enquiries are dealt with in an engaging, welcoming and proficient manner.
3. Organise the arrangement for all visiting parties, payment of green fees and liaison with Club Captain's, Match & Handicap Committee, Course Manager, Club Professional and Hospitality where appropriate to ensure successful visits.
4. Effectively manage the Club's membership system, develop membership retention programmes and improve Member engagement.
5. Take a lead role in communicating with Members and ensuring regular updates via, Club website, electronic newsletters and through social media.
6. To ensure that Club Notice Boards/Multi-Media are kept up to date, that the Club website is effectively maintained and kept up to date, and the Members' page kept secure.
7. Prepare for and attend all Board, Golf Council and Committee meetings as directed, preparing agendas, ensuring that minutes are prepared and circulated timeously, and to ensure that decisions and requirements are recorded and monitored within the Action Tracker.
8. Organise, with appropriate notices, the Club's AGM and any EGM. ensuring circulation of agendas and papers in accordance with the Rules and recording of minutes.
9. The General Manager will maintain effective daily communications and direction with key staff and any contractors on the premises.

Finance and Accounting

1. Assist the Board in the preparation of annual financial budgets.
2. Responsible for the administration of subscription invoices and their subsequent collection.



3. Monitor and report to the Board on the Club's cash flow position, particularly with regard to the receipt of subscriptions, green fees, bar takings, Pro Shop etc.
4. Ensure that proper accounting records relating to the Club are kept, preparing and reviewing prompt monthly accounts and investigate any significant variance from budget in conjunction with professional advisors as necessary.
5. Control cash flow and all cash receipts, banking arrangements maximising the return on cash balances.
6. Supervise the administration of all accounts for social functions, hospitality, green fees and other major Golf Club tournaments.
7. Oversee staff salaries and properly account for PAYE, NI and pension contributions.
8. Ensure Club complies with requirements in respect of workplace pensions.
9. Discharge the Club's liabilities through the timely payment of all authorised bills and accounts, taking advantage of cash discounts as appropriate.
10. Ensure the tax implications are adequately considered in all business planning and decision making processes, along with discharging the Club's requirements for HMRC submissions for Tax and VAT in conjunction with professional advisors as necessary.
11. Review the Club's suppliers and contracts to ensure that best value is being achieved.
12. Liaise with the Club's Governance Review/Auditors.

Governance and Legislation

1. Ensure compliance with all Statutory and Local Government Regulations, including Health and Safety at Work Act and Hygiene policy.
2. Ensure that compliance with the Club's License to sell intoxicating liquor is maintained, to apply for bar extensions, and to work closely with the Hospitality Manager to achieve this.
3. Ensure that adequate insurance cover is provided to protect the Club's assets and liability.
4. Be familiar with the Club constitution and By Laws and assist the Board in their review and corporate governance of the Company.
5. To make submissions to Companies House relating to roles of Directors of the Company.

Other Management Tasks

1. Manage the provision of office services, including; CRM system, IM&T systems, telephones, communication systems including email, Internet and other social media platforms along with general administration and GDPR compliance.
2. Maintain and manage a register of all Club contracts and ensure backup procedures for all IT systems are adhered to.
3. Maintain and protect Member records ensuring compliance with Data Protection legislation.
4. Ensure the enforcement of day-to-day standards of conduct and behaviour.
5. Liaise with the Club's stock takers.
6. To control and help manage the effective maintenance of the properties of the Golf Club.

These are the key responsibilities required for this position. This list is not exhaustive and all employees may be required to perform duties out-with their normal duties from time to time.