

GOLF COURSE MANAGER

Position Code: 3300

WC Code: 9060

FLSA Status: Exempt

Pay Grade: 356

Location: Cultural & Recreation Services

Approval Date: 2018

General Statement of Duties

Performs supervisory duties in planning, developing and coordinating the programs and profitable activities of a recently redesigned and upgraded 6,765 yard championship Municipal Golf Course. The course includes a new 17,000 SF Club House with leased restaurant, snack bar, and banquet space. The manager will coordinate assigned activities with other Town departments, divisions, outside agencies and the general public; preparing division budgets in compliance with rules and regulations of the Town; and, to provide highly responsible and complex staff assistance to the Director of Cultural and Recreation Services. Work requires PGA Head Professional certification and membership; independent initiative and tact and diplomacy in extensive public contact dealing with the public, private groups, businesses, special interest groups within Town government and other golf professionals.

Distinguishing Features of the Class

An employee in this class performs a variety of administrative, management and professional duties in the management of all aspects of an eighteen-hole golf course with a high volume of playing rounds and dynamic programming. The employee plans short and long range for revenue building, capital expenditures and expansion, individual and tournament play, golf instruction, course maintenance and improvements, and operations of a golf shop. Work includes establishing standards according to Professional Golf Association rules and regulations and developing and/or modifying policies and procedures. The Golf Course Manager manages short-term plans and day-to-day activities through program supervisors including the selection, training, appraisal, and supervision of permanent staff and seasonal workers. Work requires PGA Head Professional certification and membership, and independent entrepreneurial business leadership. Extensive public contact in dealing with the public, private groups, businesses, special interest group within Town government, golf associations and other course directors, and the surrounding communities in the promotion, development, and maintenance of the course, program, and services require tact and diplomacy. Employee is subject to hazards associated with golf courses including working in both inside and outside environments. Work is performed under the general supervision of the Director of Cultural and Recreation Services and reviewed through periodic conferences, reports and results.

Duties and Responsibilities

Responsible for all aspects of managing municipal golf course including planning, directing, marketing, supervising and evaluating all golf programs, activities, staff, and division priorities.

Responsible for managing employees of the golf course including hiring new employees, conducting performance reviews, discipline of employees, building teams and coaching for employee's personal growth.

Conducts marketing and financial planning of the Golf Operations including overall operating budget (P&L) of approximately \$2 Million. Communicates marketing, advertising, and profitability progress regularly to the Director.

Plans, organizes and directs all divisions of course management including course maintenance of eighteen holes, putting greens, and driving range, playing rounds, tournaments and instructions, golf cart maintenance, range and beverage cart operations.

Ensuring that cash flow is maximized and all monies are banked promptly. Develops, prepares, and justifies a budget for areas of responsibility. Controls and accounts for the expenditure of funds in accordance with the approved budget.

Ensures and approves merchandising plan and purchasing process for the golf shop to offer a variety of golf equipment, clothing and supplies targeted to meet the needs and interests of the customers

Ensuring that proper financial and inventory controls are maintained and all capital and project expenditures are closely monitored and controlled.

Responsible for developing and implementing active and effective public relations programs for the purpose of stimulating community interest, pride, and enthusiasm relative to the course and its operation.

Using excellent customer service skills, establishes and maintains effective and courteous relationships with the public, vendors, contractors, and anyone served by the facility and to tactfully and efficiently respond to complaints, concerns, and problems that may arise.

Responsible for the safety of both the public and employees relative to the use of machinery, insecticides, fungicides and fertilizers; makes assignments and schedules work to facilitate the most efficient and productive use of employee time and talent.

Performs or assists subordinates in performing duties, adjusts errors and complaints, and Maintains harmony among workers.

Effectively promotes and represents the Cultural & Recreation Services Department in the community. May serve as an advisor on numerous committees throughout the Town.

Responds to public inquiries about Golf programs made by telephone, correspondence, or during public meetings.

Coordinates, schedules, and maintains related records and statistics for programs and personnel.

Communicates official plans, policies, and procedures to staff and the general public.

Responsible for updating or revising existing policies and procedures to accommodate the changing needs of patrons.

Coordinates tournaments; schedules tournaments including outings of several groups of four to maximum player groups course can handle; meets with the tournament representative to set the date, time and format; orders prizes; collects fees for the event; prepares cart signs, score cards, rule sheets, scoreboard; forms equally paired teams; coordinates space and set-up with caterers and with carts line-up and preparation with cart maintenance on day of tournament; assists with explaining rules and starting events, recording scores and determining winners, presenting prizes and other services required during and after the event.

Maintains playing ability at reasonable standards to play with course members, Pro-Ams and other professional events through the PGA; maintains educational re-certification requirements by PGA to keep Class A certification.

Performing any task, required to fill and ensure smooth operations and timely customer services, such as rotating and washing carts and lining-up for tournaments; meeting with tournament groups and officially starting tournaments; and/or operating equipment in cutting the course.

Operates a motor vehicle to assist in carrying out the business of the department and the Town.

Performs other duties as requested.

Recruitment and Selection Guidelines

Knowledge, Skills and Abilities

Considerable knowledge of the principles, theories and modern practices of golf course management and operation, including merchandising and budgeting. Must have a thorough understanding of the operation of a municipal golf course with a leased restaurant/Snack bar/Banquet space and liquor facilities is essential.

Working knowledge of safety regulations associated with golf course work.

Skills in playing golf and ability to instruct.

Knowledge of public administration and management.

Knowledge of statistical concepts and methods, basic cash handling and book keeping principles and procedures and point of sale control systems.

Knowledge of marketing and advertising techniques and the ability to employ that knowledge.

Ability to make decisions in accordance with rules, regulations and established policies and procedures.

Ability to express oneself clearly and concisely, orally, and in writing.

Ability to analyze facts and to exercise sound judgment and to arrive at conclusions.

Ability to understand and to follow complex oral and written instructions.

Ability to understand, operate and develop computer management programs necessary to the ongoing operation of the Department.

Ability to establish and maintain cooperative and effective relationships with the general public, Town officials, and Town employees is also essential.

Knowledge of bookkeeping procedures and accounting systems including modern computer/accounting procedures, practices and equipment is required.

Ability to establish and maintain effective working relationships with employees, supervisors, other agencies, participants, instructors, community partners, and the general public.

Ability to plan and supervise the work of paid staff and volunteers.

Ability and willingness to work evenings, weekends, and holidays as needed.

The Town of Mooresville is committed to hiring employees who provide good customer service; our employees strive to communicate courteously and responsively and provide effective and efficient service to the public and co-workers.

Physical Requirements

Must be able to perform medium work exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or a negligible amount of force frequently or constantly to lift, carry, push, or pull or otherwise move objects, including the human body.

Must possess the visual acuity to play golf at a professional level, to prepare and analyze budget and activity data and figures, to operate a computer, and to be able to inspect the work of others.

Minimum Education and Experience

Bachelor's degree from an accredited college or university in golf course management, business administration, marketing, hotel and restaurant management, or a related field. Seven to ten years of progressive experience in management in a profit/loss golf operation; or an equivalent combination of education and experience. At least 5-years of experience in a supervisory capacity.

Special Requirements

Certification as a PGA Professional Class A and possession of a PGA card.
Possession of a valid North Carolina driver's license.