

TORRANCE PARK GOLF COURSE – JOB DESCRIPTION

Role:	General Manager
Employer:	New Brannock Limited
Supervises:	All Staff & Dept Heads – Clubhouse Supervisor, Clubhouse Assistant, Kitchen Manager, Kitchen Assistant

The Big Picture

The General Manager is employed by and reports to New Brannock Limited.

The General Manager will lead a small team and operate at a strategic level, managing and continuously developing all aspects of Torrance Park Golf Course (“The Club”). This will require the provision of a clear vision taking personal responsibility for identifying business opportunities that will lead to the ongoing success of the club including but not limited to performance on sales, financial and quality basis.

The General Manager is responsible for managing and directing all aspects of the daily operation and financial performance of the club. This covers all management areas;

- Operations and Service
- Financial & Reporting
- Human Resources
- Marketing, Communications and Sales
- Health & Safety
- Security & Maintainance
- Food and Beverage (including licensing requirements).
- Legal
- Sustainability

The General Manager is the “face” of the organization, and is responsible for the maintenance, presentation and delivery of agreed standards of the Club and services to the members and visitors.

The General Manager must develop, lead and monitor a team to deliver the agreed quality of products and services, and ensure maximum Member, Visitor and Employee satisfaction. The General Manager has a responsibility to secure and protect the Clubs reputation and assets, including its facilities and equipment.

The General Manager will be required to work on a flexible basis with the need for some out of hours working.

THE DETAIL

Operational

- Ensure the agreed standards for the golf course, golf operations, IT systems, retail, food, beverage, entertainment and other related services are delivered, and oversee their implementation.
- Implement general policies established in conjunction with Head Office.
- Oversee the maintenance and improvement of the course, grounds, clubhouse and other structures.
- Maintain a proactive “good neighbour” policy to adjacent homeowners.
- Establish an innovative and attractive tournament and social calendar for members and visitors.
- Ensure all tournaments and events are planned appropriately and delivered to standards set and for all stake holders. Appropriate de briefs for improvements should also be carried out.
- Develop and build professional relationships with members and other clients, regularly review and evaluate customer feedback in each department, endeavouring to continually improve and exceed customer expectations.
- Oversee the retail sales operation, controlling stock and margins.
- Consistently assure that the company is operated in accordance with all applicable regulations and laws.
- Keep abreast of current information and developments in the field to guide and assist management decisions.
- Act as the ambassador for all guests and or visitors to the club.

Communications

- Hold meetings with the team and convey all relevant club information
- Liaise regularly with head office on all aspects of the business.
- Ensure regular departmental staff meetings are held to keep direct reports and staff up to date on all aspects of the operation; participate from time to time in such departmental meetings.
- Manage and oversee communications with members and hold members’ meetings as required.
- Coordinate and serve as ex-official Member of appropriate Club committees (if required).
- Attend meetings with owners as requested.
- Update and manage club website and social media.

Sales & Marketing

- In conjunction with head office, coordinate the development and implementation of a comprehensive sales and marketing programme.
- Conduct a weekly sales meeting (or call) with head office, review and direct the members of the team.

- Coordinate the membership retention/relations activities to present members.
- Build relationships with golf societies, targeted local/regional companies, hotel and accommodation providers, etc. to deliver new and repeat business.
- Build relationships with key local/regional corporations for membership, event and hospitality business.
- Develop a plan and implement to target junior participation.
- Be proactive in developing publicity opportunities for the club and effectively dealing with the media.
- Create ongoing in-house promotions and activities to stimulate sales, staff development and customers.
- Ensure the club is always prepared for maximum buyer impact.
- Participate in outside activities as approved by head office to enhance the reputation and awareness of the club; broaden the scope of the business by fulfilling its public obligations as a participating member of the community.

Financial

- Coordinate the development of the annual business plan (operating and capex) with head office taking note of longer term strategic plan.
- Monitor and analyse financial statements, review income and expense relative to plans, implement corrective measures as needed and report/discuss status on a monthly (or more if required) basis with head office.
- Implement with head office and team, all financial and management reports on a daily, weekly, monthly, quarterly and annual basis.
- Implement process to allow head office to ensure timely execution of accounting, payroll, purchasing, inventories, banking, cash flow, and maintain controls to safeguard funds and assets.
- Use financial and management reports for spotting trends, measuring productivity, monitoring progress and assisting other budget holders to manage their departments' finances appropriately.
- Oversee the care and maintenance of all physical assets and facilities.

Human Resources

- Oversee all human resource aspects, and as required recruit, select and train top talent.
- Develop, maintain and administer a sound organisational plan, within budget levels; initiate improvements as necessary.
- Ensure recruitment, role profiles, training and performance/conduct related issues are managed professionally, consistently and fairly.
- Ensure all new employees receive an induction program and that all new and existing staff have the required skills and knowledge to carry out their duties.
- Perform staff evaluations for heads of dept team and ensure the same for all employees in the club.

- Demonstrate an exceptional level of professionalism and leadership for the staff to emulate.
- Create a motivating team environment of sincerity, warmth and fun for staff and guests, with strong emphasis on client satisfaction.

Health & Safety/Legal/Sustainability

- Working in conjunction with head office, ensure the club is operating within the regulations set out legally and delivering best practice at all times.
- Implement processes and system to ensure a safe and healthy work place and environment for all staff and clients to work in and experience.
- It is the club manager's responsibility, with head office, to raise any potential issues and take a preventative approach to legal and health and safety issues.
- With head office begin to set out specific sustainability best practices and implement at the club.

Clubhouse/Food & Beverage

- Assist head office with the food and beverage strategy and implementation of this.
- Ensure a consistency of service.
- Apply all management practices above (operations, financial, human resources, etc.) to the food and beverage department.
- Ensure the club and employees are compliant with all relevant laws and regulations including health and safety and licensing.

Other Duties as Assigned

- While the above mentioned is a detailed description of the outputs required to manage golf operations, it is not intended to be exhaustive. Other requirements may be assigned as change in the environment dictates.

Disclosure Statement

No one job description, for any one position, can possibly encompass all responsibilities which may be requested. The above job description as defined is a summary of the major responsibilities of the position. The objective of any position is to effectively provide the services and support to Torrance Park.