Golf Operations Manager

Overview

The Golf Operations Manager is responsible for overseeing the golf shop and player services departments. He/She will provide direction in customer service, sales & marketing, accounting/budgeting and human resources.

Responsibilities

He or She is responsible for:

- Maintaining positive and productive relationships between the golf facility and its ownership, golfers, guests, employees, community, government and industry.
- Merchandising in golf shop.
- Assist in developing operating policies and procedures.
- Monitoring the quality of the golf facility’s products and services and ensuring maximum value of service to golfers.
- Administer men’s, women’s and junior golf leagues.
- Coordinate successful golf outings and tournaments.
- Expand junior golf program.
- Growing revenue by adding events, outings and season passes.
- Working with management/ownership to achieve financial/strategic goals.

Reporting

The Golf Operations Manager will report directly to the General Manager.

The Golf Operations Manager coordinates with the General Manager, Golf Course Superintendent and Food & Beverage Director.

Functions

The Golf Operations Manager assumes responsibility for managing daily golf course operations including:

- Merchandising including: budgeting, purchasing, receiving and inventory management.
• Supervise functions of the golf shop.
• Supervise functions of the player services staff.
• Monitors operation of golf program including teaching, scheduling, tournaments, driving range and cart rentals.
• Keeps golfers adequately informed of the activities of the golf facility and encourages their participation. Ensures that sound relationships are maintained between staff and golfers, and that proper consideration is given to golfer complaints and suggestions.
• Men’s, Women’s and Junior golf league administration.
• Membership and outing generation and retention.
• Enforce a uniform dress code for professional appearance.

Employment Standards

• Tee Time Reservations point of sale and database management are essential
• Strength in staff management, training and supervision
• Requires sales, marketing and merchandising experience
• Requires excellent oral and written communication skills
• Requires effective negotiation and presentation skills

Employment Pay Range

• The Golf Operations Manager is a year round salaried position
• Base salary $40,000 - $45,000
  o Plus benefits & incentive compensation package
  o Lesson Income