**Position Description Template -** Director of Golf

**The Position**

Reporting to the General Manager the Director of Golf is responsible for members and golfers by leading and managing the golf operation with respect to membership and golfer enjoyment, engagement, events, retail, tuition, coaching, member services and game development initiatives.

The Director of Golf is required to think at a strategic level, continuously developing and reviewing all aspects of the golf operation. The Director of Golf shall take personal responsibility for identifying additional sales, membership and marketing opportunities, ensuring customer service excellence is consistently delivered and maximising revenue streams and profitability.

# Background

# Insert facility background

# Key Responsibilities and Accountabilities

**Member and Golfer Growth and Retention**

* Pro-actively engage and survey all members and golfers to facilitate an effective understanding of their objectives and enjoyment of the sport.
* Implement engagement measurement systems and processes to accurately track member and golfer engagement with the facility and sport in all applicable areas.
* Pro-actively engage with at-risk members and golfers by developing and implementing golfer-care programs and strategies.
* Pro-actively engage with lapsed members and golfers to facilitate a positive return to the sport that aligns with their objectives.
* Identify new markets and develop strategies to attract the non-traditional golfer to the club.

**Member and Golfer Events**

* Develop and implement and promote programs and events that align with the objectives of members and golfers.
* Engage with members and golfers through fun and engaging golf event and activities that facilitate golfer enjoyment.
* Utilise fun and engaging events to gain a strong understanding of the objectives of individual members and golfers.

**Member and Golfer Improvement and Enjoyment**

* Ensure qualified PGA Professionals are available to pro-actively engage with members and golfers via improvement programs.
* Oversee the development of individual golfer improvement and engagement plans to facilitate long-term golfer value and enjoyment of the sport.
* Utilise improvement programs to gain a strong understanding of the objectives of individual members and golfers.
* Develop, market and deliver introductory golf programs to new golfers.
* Facilitate an effective transition pathway for new golfers to transition from introductory programs to become avid golfers.

**Member and Golfer Services and Equipment**

* Pro-actively align the facility’s equipment offerings and sales strategies to golfer engagement, improvement and enjoyment.
* Oversee the budgeting, purchasing, invoicing and stock control of the golf shop in line with facility objectives.
* Ensure professional, expert and personalised service is delivered to members and guests.
* Ensure retail equipment, offerings and services align with the facility’s brand.

**Corporate, Social Golf and Course Usage**

* Maximise course usage and yield through efficient use of timesheets and other booking platforms.
* Develop marketing and communication strategies to attract, engage and retain social and corporate golf markets.
* Liaise with key hospitality, management and course staff to deliver event requirements expected by members and guests.

**Governance and Strategy**

* Attend meetings and provide reporting to the relevant Committees of the club in relation to previous trading figures and future direction and strategy.
* Ensure compliance with all OHS policy, licensing laws, Industrial Relations and other laws in relation to the golf operation.
* To develop, implement and oversee policies and procedures relating to the golf operation addressing areas such as safety, money handling and workplace conduct.

**Staff Management**

* Recruit, train and retain professional staff to deliver on the key objectives of the company.
* Lead, manage and if required discipline staff to ensure a high performing culture is achieved.

# Organisational Relationships

**Direct Reports**

* PGA Professional staff
* Golf Operations staff
* Golf Retail staff

**Associated Relationships**

* PGA of Australia
* Golf Australia
* Golf suppliers

**Qualifications and Experience**

## Mandatory

* PGA Professional

## Desirable

* Advanced in Management/Small Business with PGA ACE Program
* Tertiary educated within Business/Management

# Skills and Attributes

* Advanced knowledge all aspects of the sport of golf
* Golfer engagement skills
* Customer service focus
* Staff Management experience
* Financial reporting experience
* IT skills including Microsoft Office