

## Glynhir Golf Club PGA Golf Club Professional Job Specification

### Overall job purpose

To take personal responsibility for the professional delivery and development of all aspects of the golf operations and to ensure that member and guest expectations are consistently met or exceeded. You will be responsible for organising and coaching groups and individuals, stocking and running a profitable club shop, the provision of a club repair and custom fit service. You will need to organize competitions, corporate days and pro-ams and liaise with greenkeeping staff in the upkeep, maintenance and development of the course.

You will take a proactive role in the relationship management of the club to attract new members and retain the existing ones.

### Key responsibilities

#### Strategic

- You will work closely with the Committee/Board members and Manager of the Club to develop and implement an annual business development strategy for the golf facility.
- You will regularly review plans to take into account changes in the environment in which the club operates and continually seek new business development opportunities for all areas of the golf operations.

#### Operations- You will need to:

- Develop tuition programs and deliver high quality individual and group coaching to members, juniors, guests, and other interested parties.
- Establish and operate an appropriately stocked golf shop, providing expert advice, a high quality custom fitting and club repair service delivering customer service excellence.
- Deliver a high standard of support in golf operations, including organising and running competitions, providing expert advice on rules, monitoring tee sheet activity and handicapping records.
- Manage an efficient buggy hire service, ensuring that the club's fleet is operated safely and maintained.
- Establish and maintain a clean, safe and tidy working environment, ensuring that Health and Safety procedures comply with up-to-date legislation, are effectively implemented and regularly reviewed.
- Develop, implement and review operational policies regarding the use of Club facilities in order to maintain quality service standards for members and guests, whilst maximizing revenue and profitability.
- Produce regular operation reports containing details course utilisation, sales and marketing activity, financial performance and human resources, as appropriate.
- Keep abreast of technological improvements in the industry and recommend any potentially beneficial additions and changes.
- Contribute to the preparation of annual budgets, business plans, sales and marketing plans and operational strategies.

- You will need to offer the opportunity for members or any prospective clients or customers of the golf club to play in a variety of formats, at the club.

#### People- You will be responsible for:

- Staffing the golf shop, ensuring that there are sufficient staff available to meet operational needs.
- Recruiting, inducting and developing new staff, ensuring that they receive initial training that covers all key aspects of the Professional's business and that of the club. This will need to equip them to perform their duties effectively as quickly as possible after commencing their employment.
- Managing and monitoring members of the golf shop team to ensure that customers consistently receive the standards of standards of conduct, appearance, advice and service expected.
- Identifying individual training needs, develop and deliver training to meet those needs (including all regulatory training applicable) and complete regular performance reviews.
- To ensure all human resource policies are being implemented and followed by all Professional staff.

## Key responsibilities (cont.)

### Financial-Required to:

- Meet and exceed revenue and contribution targets from activities including: New Member Generation Green Fees, Societies, Buggy Hire and Competition entry.
- Develop, implement and ensure all staff adhere to standard operating procedures for all aspects of the financial operation of the golf shop.
- Complete financial records efficiently, meeting all requirements of HMRC.
- Demonstrate an ability to fund the stock for the Professional Shop.

### Marketing and customer service-Required to:

- Work closely with the club Committee/Board and Manager to develop a co-ordinated sales and marketing plan covering all areas of golf operations including the development of an up to date customer database.
- Actively participate in networking opportunities, developing links with external agencies such as local schools, clubs, businesses etc to promote the game of golf and facilities at the club to potential new members and golf participants.

- To organise corporate, promotional, sales and marketing events, ensuring that they are properly structured, coordinated, communicated and delivered to benefit members, guests and other potential users of the golf club.
- Organising and conducting demo days to stimulate product sales.
- To develop the club's reputation as a facility that consistently delivers high quality coaching, custom fitting and repairs, expert advice and service in the golf shop.
- To liaise with the Committee/Board members in developing value added services and products for the benefit of members and users of the facilities.
- To ensure where appropriate local, regional, national and/or international public relations initiatives are developed and implemented.

## Personal attributes

### People focused, need to be:

- Able to influence using strong interpersonal skills

to maintain a congenial rapport with all those you come into contact with, demonstrating a no problem' mentality, coaching and mentoring style.

### Business acumen, must be:

- Able to focus on customer service excellence, building member and client relationships, Be organized with plans and priorities. Keep accurate records. Able to keep in touch with trends in golf equipment and sports fashion, awareness of sports and sales psychology.

### Personal traits-needs to be able to demonstrate:

- Professional conduct and appearance, good time management, self-motivation and keenness to develop the business, flexibility, effective and natural communication, attention to detail, initiative, reliability, customer focus, strong presentation skills, a structured approach to coaching, high standards of golfing etiquette and behavior on the course.

## Qualifications and experience

### Must be:

- A Fully qualified PGA Member.

### Must:

- Maintain active membership in other appropriate professional organisations.

- Maintain a high level of appropriate personal and professional development reflective of current and/or future role responsibilities e.g. courses, qualifications, reading etc.
- Provide a good working knowledge of custom fitting and club repairs.

- Have experience of planning and coordinating competitions and other golf events.
- Have a comprehensive knowledge of the Rules of Golf and of the World Golf Handicapping System.

- Have retail experience, including buying, stock control and visual merchandising.
- Be IT literate ideally with experience of relevant software such as Club Systems and BRS and have experience of using social media such as Facebook and Twitter.

### Will need:

- An enhanced CRB check.
- Current first aid certificate.
- Current Safeguarding and Protecting Children certificate.