

# Beau Desert Golf Club

## General Manager

Beau Desert Golf Club is a prestigious course situated in the heart of Cannock Chase. Established in 1911, the club, which is a heathland course, boasts some 700 members.

The position of Club Manager will become vacant at the end of September and the Club is seeking to recruit a confident experienced General Manager to join our team and manage the day to day operations and contribute to the Club's vision for the future.

Very much a traditional private members club, Beau Desert is looking to recruit an individual who can demonstrate the following skills and attributes:

- Strong leadership, people management & organisational skills
- Good administration skills and computer and internet literacy
- Excellent interpersonal and communication skills
- Marketing ability to maximise the potential of the clubs facilities
- Knowledge of Health & Safety , Employment Law and other relevant legislation
- Sound financial and commercial acumen
- Self motivated and the ability to make things happen
- A flexible attitude towards working hours

Further information can be obtained from The Manager, Beau Desert Golf Club – 01543 422626.

All applications will be treated in the strictest confidence and should include a CV, a covering letter explaining how you meet our requirements and a recent photograph. Applications should be addressed to:

The Captain, Beau Desert Golf Club Ltd, Rugeley Road, Hazelslade, Cannock, Staffordshire, WS12 0PJ

Closing Date for applications: 26<sup>th</sup> July 2010



## ***General Manager - Job Description***

### **Key Objectives:**

1. Plan resources and deliver cost effective, efficient support services to the members of the Club, making optimum use of modern management methods and technology.
2. Have executive responsibility for the running of the administration of the Club and its premises within the boundaries of an annual business plan and approved budget.
3. Be responsible for all staff in the Club including all administration, cleaning, green keeping, bar and catering staff.
4. Be responsible for managing the Club Professional(s) and Catering Franchise (where applicable) agreements and their implementation.
5. Promotion of the Club and development of initiatives aimed at increasing revenue and membership numbers.

### **Principal Accountabilities:**

#### **Strategic Management & Development of the Club**

##### **Marketing:**

1. Developing a proactive marketing plan to optimise Club income through member and non-member activities such as corporate business, tourism and sponsorship.
2. Taking the initiative to drive marketing activity to fruition.
3. Using management reporting systems to identify and monitor improvements in income through marketing sources.

##### **People Management:**

1. Responsibility, through appropriate line management, for the management of all staff employed by the Club.
2. Using clear leadership skills direct, manage and motivate employed staff, developing their commitment and loyalty to the Club.
3. Manage all disciplinary action where appropriate, working within established policies and procedures and acting within the demands of legislation.
4. Mentoring line managers to coach and develop the skills of their own staff.
5. Applying an understanding of membership needs, business fluctuations and seasonal demands to support first line managers in their responsibility to manage day to day standards of the service they deliver.
6. Manage reporting structures with first line managers to monitor, take appropriate action and maintain financial efficiency.

##### **Business Management:**

1. Construct innovative and proactive strategic business plans for the effective management and development of the Club, ensuring financial efficiency and growth of membership.

2. Development of Committee Member ideas and input for inclusion in strategically effective business plans.
3. Work alongside the Committee to identify best practice actions to sustain and develop membership, clubhouse, golf course and member services, including the bar and Catering services.
4. Take a proactive view of the long term future of the Club and work constructively to achieve that vision.

#### **Financial Management:**

1. Analyse the Club management account reports, on a periodic basis, to develop appropriate pro-activity for the delivery of an efficient financial performance.
2. Actively seek to maximise financial efficiency in all plans for Club expenditure.
3. Manage all supplier contracts from the bidding process through to completion of work, maintaining control and accountability of the contract costs and budget constraints, while reducing the possibility of overspend.
4. Manage the accounting processes to maintain financial efficiency.
5. Assist in the preparation of annual financial budgets.
6. Ensuring the efficient performance of all necessary finance and accounting activities as follows:
  - a. Produce monthly financial statements for presentation to the Finance Committee and the Board of Management.
  - b. Monitor and report to the Finance Committee on the Club's cash flow position, particularly with regard to the receipt of subscriptions, green fees and bar takings.
  - c. Ensure that proper accounting records relating to the Club are kept and that proper accounts are prepared and audited.
  - d. Control all cash receipts, banking arrangements and maximise the return on the Club's cash balances.
  - e. Determine that adequate insurance cover is provided to protect the Club's assets and to administer the Club's pension scheme, if appropriate.
  - f. Supervise the administration of all sub-committee accounts for social functions, catering, green fees and major golf club tournaments.
  - g. Prepare and pay for all staff salaries and properly account for PAYE and NI contributions.
  - h. Discharge the Club's liabilities through the timely payment of all authorised bills and accounts, taking advantage of cash discounts as appropriate.
  - i. Ensure that tax implications are adequately considered in all business planning and decision making processes.
  - j. Ensure that the Club's Income Tax and VAT affairs are efficiently dealt with in conjunction with professional advisors as necessary.
  - k. Liaise with the Company Auditors as required.

#### **Administration & Support Services:**

1. Manage the provision of the office services.
2. Prepare for and attend all Management and Committee meetings as directed, generate agenda as appropriate, ensure that the minutes are prepared and that all relevant actions and decisions are implemented in good time.
3. Organise, in conjunction with the Club Professional, the arrangements for all visiting societies, green fees, ensuring the enforcement of day to day standards of conduct and course behaviour.

4. Maintain a system for the processing of applications for membership and category waiting lists.
5. Manage the Club's premises, through the line managers where appropriate, including:
  - a. Maintenance of storage areas and tractor / machinery sheds.
  - b. Cleaning and security.
  - c. Buildings, heating plants / power houses and any sprinkler control units.
  - d. Office equipment and fittings.
  - e. Management of all contracts for capital including supply of golf course equipment and minor works.
6. Identify the Club's information systems requirements and make recommendations to the Board of Management.
7. Work closely with the Bar Manager to ensure compliance with the Club's License to sell intoxicating liquor is maintained; oversee necessary action to apply for bar extensions when required.
8. Ensure compliance with all Statutory and Local Government Regulations, including Health and Safety, Child Protection, Fire Risk Management, Equal Opportunities and Disability legislation.
9. Liaise with the Bar Manager in connection with the monthly report on bar stocks.
10. Liaise with the Bar Manager to maintain labour cost and bar prices, ensuring gross profit margins at competitive rates and in accordance with the policies laid down by the Board of Management.

#### **Golf Course:**

1. Working with the Chairman of the Greens Committee, identify the key improvements to be made to the course.
2. Manage the Course Manager to ensure that the golf course is maintained to a high standard throughout the changing seasons.

#### **Other Management Tasks:**

1. Maintain an active involvement in the Golf Club Managers Association and keep pace with developments in golf club and course management.
2. Maintain good relationships with other Golf Club Secretaries / Manager, the SUGC, EGU, EWGA, R&A and LGU

#### **Place of Work:**

The Clubhouse of Beau Desert Golf Club located at  
Rugeley Road  
Hazelslade, Cannock  
Staffordshire, WS12 0PJ

#### **Responsibility:**

Reports to the Chairman of the Finance Committee.



## ***WHAT SORT OF PERSON DO WE WANT ?***

*The successful candidate will demonstrate:*

- A strong set of personal and professional values which will underpin their role and responsibilities.
- A deep commitment to the best interests of Beau Desert Golf Club and the community it serves.
- Skills and attitudes which enable them to work collaboratively, building strong teamwork and collective capacity.
- A strong work ethic which is responsive to the needs of the organisation and supports flexible working conditions.
- Committed leadership which understands the management of change and the context in which golf clubs function.
- Extensive business experience, sound financial and commercial acumen, allied to a keen interest in golf.
- Maturity and dynamism, with a firm commitment to stability and progress over time.
- Effective ICT skills and a commitment to the use of technology in support of core functions and key strands of work.
- A combination of professional rigour and personability which sustains confidence and trust throughout the club.