



Job Description

General Manager South Beds Golf Club

Position: General Manager

Location: South Beds Golf Club

Reports to: Chair of the SBGC Management Council

Key Areas of Responsibility.

The day-to-day management of the Club, in accordance with the Club's vision, to facilitate the Strategic Plan and Delivery Plan and policies determined by the Management Council, to include:

- **Customer experience** to maximise the enjoyment and satisfaction of all users of the Club including members, visitors, guests and event attendees.
- **Revenue maximisation** from all revenue streams including membership, societies, visiting parties, bar and catering and functions.
- **Commercial control** of the course, club, premises in line with the Delivery Plan and budgets.
- **Resource planning** to deliver cost effective day-to-day strategic projects and efficient support services.
- **Staff management and motivation** (including office, bar and catering, greens) in accordance with the relevant HR legislation, policies and personal development plans, inspire, lead and motivate staff, setting a high standard of service.

The GM will be responsible for managing the day-to-day operational running and maintenance of Club, Clubhouse and associated staff.

The Golf Courses

- Manage the primary assets of the Club, guiding the Course Manager to improve the courses whilst maintaining historical links.
- Working with the Management Council, Sub-Committees and Course Manager to devise, cost and plan both short and strategic long-term objectives.
- Handle day-to-day management questions arising from both members and guests.

Finance

- Supervise the bookkeeping arrangements approved by the Management Council and the production of monthly management accounts in conjunction with the Hon. Treasurer.
- Actively participate in the formulation and preparation of the Club's annual budget ensuring that the targets and objectives are met within the appropriate timescale.
- Monitor actual financial performance and key variances with monthly reporting.
- Oversee financial processes and controls to maximise cash flow through prompt banking.
- Ensure that the purchasing of revenue and capital items is controlled and documented, always seeking best value for the Club.
- Assist with the reconciliation and control of all the Club's income streams – Bar, Membership Subscriptions, Green Fees, Catering and Sponsorship etc.

Clubhouse

- Maximise bar and catering revenues and profitability.
- Ensure that acceptable standards of dress and behaviour are always adhered to on Club premises.
- Ensure regular stock takes are conducted with investigation of material variances.
- Oversee the engagement of 3rd party contractors as necessary to ensure that the fabric, machinery, maintenance and decoration of the clubhouse and outbuildings are maintained to a high standard.

Golf

- Work closely with the Club Professional to maximise the benefits of their services.
- Manage the annual club diary to ensure a balance of member and visitor events.
- Oversee the integration of new members into the Club.

Communications & Marketing

- Maximise membership, green fee, society, corporate and commercial revenues.
- Manage the Club's digital communication with members and visitors, including e-newsletters, e-mail updates and social media platforms.
- Oversee the Club's website ensuring that it is always up-to-date and relevant.
- Manage communication within the clubhouse, including keeping notice boards up-to-date and relevant, ensuring competitions, social events and other Club activities are promoted.
- Look to build and maintain beneficial relationships with other golf clubs and industry organisations as appropriate.

Compliance and Governance

- Ensure compliance with health and safety, licensing, legal, security, government and employment regulations.
- Maintain strong governance practices in line with the Club's policies.
- Assist with the transition of SBGC to an incorporated body.
- Maintain an overview of all insurance policies and security issues ensuring that all risks are adequately covered.
- Oversee the Club's Welfare and Safeguarding Officer.

Administration of the Club

- Maintain accurate records of committee meetings and agendas.
- Manage the Club's administration in a structured and efficient manner including subscriptions, invoicing, member events, communication and marketing.