



JOB DESCRIPTION

Director of Golf

Reports to: City Administrator

Date Approved: July 3, 2013



SUMMARY

Responsible for efficient management and operation of Lakeside Golf Course in a manner consistent with City policy and general business and management practices. This includes promoting all aspects of the course's image, providing professional instruction to golfers, pro shop merchandising, personnel supervision, and customer service. This position is under the administrative direction of the City Administrator.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

Performs public relation activities; develops promotional and marketing strategies; establishes quality customer service standards and ensures implementation.

Prepares, justifies, monitors and presents a dynamic enterprise fund annual budget including revenue and expenditures covering equipment and long range capital improvements to the course and facilities; handles multiple financial duties including collecting fees, daily cash reconciliations, and coordinating cash deposits per city policy; approves course expenditures within budget; implements cash management procedures; and maintains department inventory systems to ensure a profit.

Plans, organizes and directs all divisions of course management including pro shop, course, putting greens, and driving range maintenance; leagues, tournaments and general instructions, golf cart maintenance, range operations, and concessions and beverage cart operations.

Ensures and approves merchandising plan and purchasing process for the pro shop to offer a variety of golf equipment, clothing and supplies targeted to meet the needs and interests of the customers.

Establishes instructional programs and provides group and individual golf instruction.

Develops and presents City policy, course rules and regulations, fee proposals, course operation manual and business plan, tournament organization, and employee training to meet the standards of PGA.

Supervises work of subordinates to ensure excellent customer service; hires, provides training for staff, evaluates performance and takes disciplinary action as required.

Develops and maintains a variety of statistical and financial reports for presentation (and at the request of) the Mayor, City Council, City Administrator, and Finance Director.

Establishes and maintains effective working relationships with the public, businesses, special interest groups, etc., to build interest and motivation to play golf and take instruction at the course; handles and resolves problem situations with the public.

Assures safety regulations are implemented; develops and implements risk management strategies and programs; inspects facilities and arranges for maintenance.

Team player willing to perform any task presented to fill and ensure smooth operations and timely customer services, such as rotating and washing carts and lining-up for tournaments; meeting with tournament groups and officially starting tournaments; general maintenance of the shop facilities and perimeter.

Maintains educational re-certification requirements.

Performs other duties and projects as required.

MINIMUM QUALIFICATIONS

Extensive knowledge of the principles, theories and practices of golf course management and operation, including budgeting and financial practices.

Extensive knowledge of the game of golf, of the principles and techniques for playing golf, Professional Golf Association (PGA) rules and regulations, and the principles and methods of golf instruction.

Considerable knowledge of the principles of course design, course management and maintenance.

Considerable knowledge of safety regulations associated with golf course maintenance and play.

Considerable knowledgeable regarding typical golf course operations and merchandising issues.

Skills in playing golf and ability to instruct.

Ability to organize and direct the management of various divisions of course operations and supervise the varied functions and staff.

Ability to quickly assimilate numbers and reports.

Ability to demonstrate strong public relations and communications skills through developing and maintaining effective working relationships with employees, the public, and community leaders.

Ability to guide, train, and direct the work of others.

Ability to exercise good judgment in evaluating situations and making decisions.

Ability to enforce golf course facility's rules and regulations firmly, tactfully, and impartially.

Education and Experience:

Graduation from an accredited college, with major course work in golf administration, parks and recreation administration, business administration, or another closely related field plus five to seven years of golf course management; *or an equivalent combination of education and experience.*

Possession of a valid membership and Class A certification in the Professional Golfers Association preferred.

SPECIAL CONSIDERATIONS

Must be able to perform basic lifting, carrying, standing, climbing and other repetitive motions as well as lift 50 pounds.

Must be able to work irregular and/or extended hours.

COMPENSATION

This position is full-time, FLSA Exempt with a pay grade 14 and a range of \$43,812 - \$65,102. Individual compensation will be set according to qualifications and experience. Benefits include medical, dental, life/AD&D, flex account, and retirement.