



Job Description

Job Title: Golf Operations Manager

Job Purpose: To co-ordinate, manage and organise, in conjunction with the General Manager, the golf operations within the club, including competitions, matches and society business, whilst ensuring all details of those are properly communicated to both members and visitors. To provide Office and Systems Administration. To deputise for the General Manager.

Key Responsibilities:

Member Golf

1. To pro-actively plan, organise and co-ordinate major club's days – to include but not limited to the following:
Club Invitation Day, Club Midweek Captains Day, Captains Day, Club Championship, Finals Day, Presentation Evening.
2. To liaise with the Golf OSC to agree budget, advertising, food, prizes and co-ordinate events with all other managers.
3. Attend all Major Club days, to run and organise in conjunction with competitions organiser and General Manager.
4. To ensure that all daily tee sheets are generated and populated well in advance of bookings going live.
5. To ensure all competition and match entry sheets or start sheets are produced.
6. Where necessary to ensure all start sheets are then typed up and posted on the relevant boards around the club and distributed to the key staff within the organisation.
7. When catering is involved ensure the bar and catering staff are fully aware of numbers, timings and costs.
8. When required ensure all members representing the Club are aware of the key match details.
9. To assist the General Manager in the promotion of and organising of all Club events to ensure they are successful in promoting Pannal Golf Club and enjoyable for the players to compete in.
10. Courtesy & Reciprocal Administration. Arrange reciprocal and courtesy golf at other clubs, and the provision of courtesy vouchers for charity donations as agreed by the General Manager.
11. Support the junior organiser to help ensure there is an active junior section and programme of competitions, coaching and events.

Communication / General

1. To act as the 'hub' for communication for members and visitors through appropriate communication channels including email, noticeboards, Club V1, and social media.
2. To provide weekly itinerary sheets detailing all activities on the golf course and in the Clubhouse. Specifically, these will need to include competition start time, society golf and catering activity, function details and any other usage.
3. To ensure the club diary is constantly updated to ensure staff and members are aware of what is going on and when. To keep the diary section of Club V1 updated on a timely basis with key society and competition details so that all members and visitors have a clear picture of when the golf course is booked.
4. Systems Administration, updating and maintaining member, society and open player details on ClubV1.
5. To answer the telephone quickly, professionally and efficiently and where possible deal with the query or redirect as necessary.
6. To deal with any member or visitor enquiry in person through the office.
7. To assist in the efficient management of the office and where necessary help in managing the Club premises to ensure maximum member and visitor satisfaction.
8. To monitor fixtures and check annual diary.
9. To assist with distribution of notices for Club AGM / EGMs, subscriptions and any Club meetings.
10. To attend Golf /Membership sub-committee meetings as required.
11. To use all available social media platforms to promote club, social activities, off site competition performances, and any other newsworthy items on regular basis.

Societies / Golf Days

1. To professionally and efficiently deal with all aspects of golf society bookings. This will encompass handling telephone, email or postal enquiries, correctly quoting all golf and catering prices and wherever possible finding a suitable date for the booking.
2. As part of the society service, the role will also involve the production of society packages, sending out the relevant literature and ensuring all groups pay the necessary deposits within the required timescale.
3. To 'chase' societies for both final numbers and menu choices. This key information will then need to be provided to both bar and catering staff.
4. To meet and greet societies on their arrival at the Club and ensure their needs for the day are met.
5. To record all society data on the Club system to ensure financial forecasts can be provided.
6. In conjunction with the General Manager communicate through post or email system with the societies to help promote the Club and maximise the society revenue.
7. To ensure all staff in the Club including Professionals, office staff, course staff, bar and catering staff are fully aware of all society details so that the best possible service is provided.

8. To ensure that the bar staff are aware of the payment requirements for each society and that the groups are aware of the need to pay on the day.
9. To follow up all Society bookings to ensure complete customer satisfaction.
10. To be proactive in advertising “free” dates in the diary, especially over the winter period, to past societies and potential new ones to ensure that society green fee budgets are achieved.
11. Liaise with Harrogate Golf Union and other golfing bodies, regarding the consideration of hosting County or National competitions and matches.

Sales and Marketing

1. Be responsible, with the General Manager, for promoting the Club, its members’ achievements, and general information on the Club’s social media platforms.
2. Maintain a database of golf day/ visitor records for future marketing and sales
3. Pro-actively promote and sell golf packages, ensuring all enquiries are dealt with in a professional and timely manner.
4. Assist in updating the Club website.
5. Assist in the preparation of the Club’s marketing materials.

Core Skills and Experience of Golf Operations Manager:

Essential

- Organised and punctual
- Excellent customer service skills
- Excellent IT skills including Word, Excel, and other Microsoft packages
- Strong Social Media Knowledge
- Excellent written and verbal communication skills
- Strong interpersonal skills.
- Flexible with hours worked, including evenings and weekends.
- Knowledge of Golf

Desirable

- Experience of private members’ clubs
- Knowledge of membership database packages
- Personal drive and enthusiasm to improve the performance of the Club.