



Job Description: General Manager SGCML

Overview of Role

Executive responsibility for the commercial management of the SGCML, in accordance with the plans and policies determined by the Board of Directors and enhancement of the community life of the club, 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, sponsorship, bar and catering and functions;
- **Commercial control of the Club**, premises and facilities in line with the strategic plan and budget;
- **Resource planning** to deliver cost effective and efficient support services to members, societies, visitors, event attendees and users of the Club;
- **Staff management and motivation**, in accordance with all relevant HR Legislation, policies and personal development plans;
- **Facility management and technology optimisation** to ensure assets are maintained, enhanced and IT systems/digital channels are utilised for operational efficiency
- **Supplier and contractor management** to ensure all contracts have clear Service Level Agreements (SLA's) & Supplies are effectively negotiated & managed to deliver them so as to provide the desired value for money experience to members and guests of the club
- **Legislation & Process** underpinning operational delivery are Articles & Rules of the company, to be fully cognisant of those together with relevant Health & Safety, Employment, Safeguarding, Risk Management; and
- **Equality, Diversity & Inclusivity** ensuring that everyone within the club environment are treated equally, fairly & are valued.

Primary responsibilities:

Member & Guest Experience

- Oversee the delivery of a responsive administrative function that satisfies member and guest enquiries;
- Define and deliver high quality functions and events that achieve high levels of participation and member satisfaction;

- Effectively manage the supply of the bar and catering services offered to members, guests and visitors in the bar, Clubhouse and Halfway House;
- Oversee the Club Professional & Course Manager and help to define & deliver a premier golfing experience to members, visitors, societies & competitors to maximise participation, satisfaction & retention;
- Work in conjunction with Club Professional to develop Junior & Academy sections;
- Understand the needs & priorities of members & meet those needs within agreed budgets, recommending changes to policies where appropriate;
- In conjunction with the Marketing & Media Group define & deliver an informative & engaging communication plan for all key stakeholders internally & externally; and
- Report & monitor key performance indicators to member & customer use, experience & satisfaction.

Revenue Maximisation

In conjunction with outside suppliers:

- Deliver bar & catering revenues & contribution against agreed budgets;
- Maximise function & event revenues; and
- Deliver membership green fee, society, corporate & commercial revenues against agreed budgets.

Commercial & Cost Management

In support of the Finance Director oversee the 'Bookkeeper' whose role includes the following:

- Ensuring all accounting, invoicing, cash control & banking procedures are accurate, efficient & timely;
- Ensure payroll systems are operated accurately & appropriate records are maintained;
- Operation of purchase order system & check goods/services received against purchase orders/invoice;
- Ensure the monthly accounts are prepared, accurate & any significant variances from budget/targets are investigated;
- Continual review of debt or outstanding payments.

General:

- Monitor & report KPI's to include green fees, Bar, Catering revenue & margin, subscription receipts, supplier payments & bank balances;
- In conjunction with the Finance Director identify & implement opportunities to improve financial performance, securing buy in & approval of The Board;
- Ensure timely submissions of PAYE, NI, VAT & Corporation Tax & Companies House returns;
- Ensure timely preparation & publication of statutory accounts; and

- Liaise with the Chair of the Board of Property Company to ensure financial stability & timely property management.

Resource Planning & Management

- Act as line manager of the departmental heads;
- Maintain and prepare new contracts of employment where required for all staff;
- Ensure all members of staff are appraised and performance managed;
- Meet regularly with line managed staff and third-party operators to define responsibilities, agree work plans, review performance and address any issues;
- Effectively negotiate & maintain service contracts (to include Service Level Agreements) with third-party operators including the Golf Professional;
- As lead person, review, update & implement Health & Safety, Safeguarding, Environmental & food hygiene policies in line with current legislation & club policy

Facility Management & technology

In conjunction with House Committee, approved suppliers, legislation, budgets & strategy plan:

- Ensure all club premises & facilities are secure maintained & improved from a Fire Management, Club Alarm system & CCTV
- Ensure Club IT systems & software platforms are fully utilised & fit for purpose
- Ensure the Clubs computer hardware/software are maintained & in good working order
- Ensure that the above systems are Data compliant both technically & in process

Golf & Membership

Overall responsibility for golf & membership matters in conjunction with Deputy Club Manager & where relevant Club Professional:

Golf:

- Plan publish & administer an annual diary of club fixtures, social events, Opens & significant events
- Ensure the booking systems for tee times, buggies & societies are operational
- Effective organising & hosting of visiting parties, societies & guests
- Responsibility for optimising revenue from visitors, guests, sponsorship & equipment rental
- Ensure that the transactions between the Professional Shop & club are managed appropriately
- Look to develop Academy & Junior membership

Membership

- Oversee the preparation of annual subscription invoices & management of the remittance process
- Oversee & maintain membership & customer database in line with GDPR regulations
- Oversee the administration & where appropriate interviews for membership to club
- Regularly reviewing membership numbers & being innovative & proactive in attracting new members to the club where appropriate
- Ensure delivery of routine admin services related to members cards, handicap certificates

Administration of the Club

- Attendance at Board meetings & other committees & sub committees as appropriate
- Maintain accurate records of Board & Committee meetings
- Preparation & notification for General Meetings including timely communications to relevant members, resolution & documentation to ensure the integrity of the process
- All policies & processes are legally compliant.