



## **Wingate University** **Position Description**

**Position Title:** General Manager, Stonebridge Golf Course

Founded in 1896, Wingate University is a laboratory of difference-making that serves more than 3,600 students in North Carolina. Wingate offers 36 undergraduate majors as well as six master's and four doctoral programs. The University is home to the Cannon College of Arts and Sciences; the Levine College of Health Sciences; the Byrum School of Business; and the College of Professional Studies, which includes the Thayer School of Education and the School of Sport Sciences. The University's motto is "Faith, Knowledge, Service." Learn more at [www.wingate.edu](http://www.wingate.edu).

Stonebridge Golf Club (SBGC) is committed to providing a leading quality golf experience to players of all ages and abilities by enhancing their enjoyment of the great game of golf.

### **Job Purpose**

The General Manager at Stonebridge Golf Course is responsible for the successful and profitable operation of all aspects of the course and its facilities.

### **Duties and Responsibilities**

- Prepares and monitors annual budget, revenue goals and expenses as well as generating various (weekly, monthly, etc.) business volume forecasts.
- Monitors monthly and other financial reports/statements on a daily, weekly and monthly basis for the facility and takes effective corrective action when necessary.
- Maintains and increases number of paid rounds on a daily, weekly, monthly, and annual basis, focusing on repeat play.
- Ensures all Human Resources procedures and policies are followed by management staff.
- Develops, maintains and administers a sound organizational plan and initiates improvements as necessary.
- Coordinates marketing programs to promote the facility's services to potential customers.
- Ensures the highest standards for food and beverage service on property.

- Implements policies and procedures for multiple departments, including compliance of all company standards relating to quality of products and services.
- Responsible for interviewing, hiring, training, planning, assigning, and directing work, evaluating performance, rewarding, and disciplining associates; addressing complaints and resolving problems.
- Directly manages department members that may include, but is not limited to: Head Professional(s), Golf Course Superintendent(s), Food and Beverage Director, Events Coordinator, Golf Academy team members, etc.
- Assures that effective orientation and training are given to each new associate. Develops ongoing training programs.

#### **Other Skills:**

- Interpersonal and communications skills to effectively lead and manage employees, serve club members, golf professionals, and members of the public using the course.
- Excellent financial skills to develop and monitor budgets so the course can operate at a profit.
- Marketing and customer service skills to attract and retain members.
- Must be familiar with the practical and financial aspects of managing golf course facilities, including pro shops, restaurants, clubhouse, and the course itself.

#### **Operations:**

- Hire, train, and manage full-time and part-time employees to run golf course operations.
- Oversee golf course superintendents who deal with the practical aspects of building, developing, and maintaining the course.
- Provides oversight of golf academy operations, marketing, training, and initiatives
- Responsible for all employees including greens keepers, maintenance, custodial, and employees who work in the golf academy, pro shop, and food and beverage areas.

#### **Marketing:**

- Create promotional materials to attract and communicate with current and potential golfers
- Develop plans to maintain facilities and the highest levels for a semi-private club experience and continually seek opportunities to improve facilities
- Maximize number of paying customers.
- Offer professional lessons, driving range opportunities and other marketable
- Promote course and facilities through advertising and organize tournaments and events to retain current golfers, attract new golfers, and create public interest.

#### **Qualifications**

- Bachelor's degree in golf course management, business administration, or a related field is preferred. PGA Golf Management degree or certification is preferred.
- Certified Club Manager or candidate, and/or Class A PGA Member is required.
- A minimum of three (3) years related experience and/or training is required.

- Strong leadership, management, and hospitality skills

Please send a letter of interest, resume and contact information of three professional references to [careers@wingate.edu](mailto:careers@wingate.edu)

*EQUAL OPPORTUNITY EMPLOYER: Wingate University abides by all federal and state laws prohibiting employment discrimination solely on the basis of a person's race, color, creed, national origin, religion, age (over 40), sex, marital status or physical handicap, except where a reasonable, bona fide occupational qualification exists. Wingate University is committed to the provisions of the Americans with Disabilities Act and its amendments. Wingate University expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability or veteran status.*