



Job Title: Director of Golf, Timberlin Golf Course

Function:

Under the direction of the Town Manager plans, organizes and manages all aspects of the Timberlin Golf Course. Oversees the performance of all golf operations with strong emphasis on management of staff, technology, vendors, contracted services and customer service. The position will promote an exceptional “golf experience” and provide excellent service and programs for all patrons. *This is a top management position.*

Typical Duties, Responsibilities, Tasks & Assignments:

- Performs a variety of administrative and professional duties in the management of all aspects of an eighteen-hole golf course with a high volume of playing rounds and dynamic programming.
- Oversees all fiscal responsibilities and performance operations including; planning, budgeting, forecasting, monitoring and corrective management.
- Plans, develops and implements short- and long-range strategic initiatives for the continued improvements of the golf course. Develops and presents strategic multi-year capital improvement budget plans in an effort provide continuous improvement and maintenance of the golf course.
- Develops strategic marketing plans that include; social media, web based, mobile applications and other forms of traditional media marketing. Implements golf promotional specials to increase customer base translating into enhanced revenues. Performs public relations activities, establishes quality customer service standards and ensures implementation in all areas of the golf course.
- Provides oversight of the pro-shop and concessionaire, ensuring contractual obligations are maintained. Serves as liaison between these contracted professionals and the Town Manager.
- Provides daily direction and guidance to the Assistant Director / Superintendent regarding renovation projects, course maintenance, irrigation scheduling, and disease identification, as well as the potential pesticide applications. Monitors all areas of course property for agronomic health balance, to ensure a quality golf experience for all patrons.
- Meets regularly with contracted vendors and the Assistant Director / Superintendent to review and discuss various areas of concern, aiding in conflict resolution and problem solving. Provides guidance on staff management and ensures compliance with policies and procedures.
- Establishes and maintains strong working relationships with public and private golf groups, special interest groups within municipal government, golf associations, contractors, vendors, Town administration and various other golf course constituents. Represents the golf course at golf events, providing course updates and information on a regular basis.
- Develops, implements and maintains departmental systems, policies and procedures that continually promote and assure quality improvement as well as exhibit a clear commitment to customer service.
- Researches and identifies cost effective solutions for seasonal maintenance of property. Negotiates vendor services including chemical purchases, course supplies and computer support. Makes purchase recommendations for large quantity cost saving initiatives to the Town Council as necessary.

This job description of the job is for identification and administrative purposes only. It is not intended to be a complete statement of all duties, which may be assigned by the supervisor according to varying needs.

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- Prepares and submits annual Department of Environment Protection reports on pesticide usage and ensures accuracy.
- Ensures compliance with all relevant federal and state requirements as they relate to chemical applications. Maintains educational recertification requirements as necessary. Maintains and observes all safety policies and procedures to ensure safe work conditions and reduce hazards at all times. Practices energy conservation.
- Establishes operational procedures for all pro-shop and ranger staff.
- Implements point of sale operational standards and procedures as well as trains key staff in these operations.
- Develops merchandising plan for the pro shop to ensure customer satisfaction and profitability.
- Oversees all event promotions including; club events, golf leagues, outings and other special events at the course.
- Represents the course at all required functions, meetings and other engagements deemed necessary by the Town Manager and the Golf Commission.
- Develops annual end of season report.
- Drafts all Bid/RFP documents necessary for the operation of the course.
- Establishes goals for the golf operations including; player development, sales, rounds and membership.
- Represents the course at P.G.A. events and plays golf with patrons as time and duties permit.
- Oversees golf instruction, clinics, and player development programs by developing schedules, lesson plans and new programs.
- Creates fee and policy recommendations commiserate with the goals and objectives of the course and complies with the Town Charter.
- Monitors, schedules and assigns duties to driving range staff.
- Completes all duties necessary in operating the golf course providing an exceptional “golf experience.
- Performs other related duties as assigned.

Special Skills & Requirements:

Bachelor’s Degree in a golf related field with at least five years of golf course management experience required. Strong leadership and communication skills required. Must possess an extensive knowledge of the rules of golf and the desire to play. Ability to organize and direct the management of various divisions of course operations and supervise the functions and staff. Must be a P.G.A. Class A golf professional in good standing with the P.G.A. of America and maintain a good standing rating with the P.G.A. of America for the duration of employment. Prior experience as a P.G.A. Class A-1 head golf professional at 18 hole or larger golf facility for a period of 3 years is preferred. Proficient skills in MS Office, golf course software, irrigation software, and the ability to troubleshoot technology issues with systems.

Job Environment: In addition to the regular office environment, this position may be required to work in adverse weather conditions. May require long periods of walking; recurring standing, stooping, or climbing. Must be able to lift up to 25 pounds, may be required to occasionally lift over 50 pounds.