

General Manager at The Club at Ironwood

Staunton, VA

The Club at Ironwood is a friendly, family-oriented golf, social and recreational club with a welcoming atmosphere. The centerpiece of our club is our challenging semi-private 18-hole championship golf course, designed by William F. Gordon featuring six sets of tees for golfers of all ages and abilities. Our clubhouse features a bar, restaurant and private dining area as well as men's and women's locker rooms. Member activities throughout the year bring friends and families together at the clubhouse, the Junior Olympic swimming pool, tennis and pickleball facilities. The Club at Ironwood boasts a fantastic, charming location located between the scenic Blue Ridge and Allegheny Mountains in the heart of the Shenandoah Valley at the intersection of Interstate 81 and Interstate 64. Staunton boasts one of America's best Historic Main Streets and is known for its thriving Arts and Culture scene which is home to the American Shakespeare Theatre. In 2012, the Smithsonian Magazine named Staunton one of "The 20 Best Small Towns in America." Staunton is rich in culture and history which leads visitors and residents alike to love the surroundings. Ironwood is an anchor of the Augusta County community, and our friendly professional staff strives to ensure that every aspect of the Ironwood experience consistently fulfills members and guests expectations.

BY THE NUMBERS

- 508 Members of which 293 are golfing members, 100 social only members, and 115 pool members
- 18 - Hole Championship Golf Course
- Approximately 20,000 rounds of golf played annually
- Annual Dues Volume: \$481,000
- Clubhouse with Full-Service Dining - (Main Dining Room, Bar and Grill Room)
- Annual Food & Beverage Revenue: \$314,500
- First Tee - Shenandoah Valley member since 2018

THE OPPORTUNITY

The General Manager (GM) is responsible for helping set and support the mission and vision of the Club and has operational management authority over the daily operations of the Club. The GM works closely with the Board of Directors and several committees to establish organizational and financial goals, objectives, plans, and policies for the Club.

Duties include developing standard operating procedures, overseeing sales, membership recruiting, food and beverage, financial, facilities and services team with the focus on maintaining exceptional facilities, proactive promotion of the Club and programs throughout the club's offerings.

The GM will work closely with the President to develop the Board agenda and with all committee chairs to make certain that the Board has the appropriate reports and financial information it needs to monitor all club operations. The GM will provide administrative and financial direction, review adherence to operational goals, and be available for managerial counsel on all matters. The GM will work closely with the Board and the various department heads to ensure that the primary goal, a high level of membership satisfaction, is achieved. This position will take responsibility/ownership and share in the club's overall success

The GM will play a critically important role in developing, maintaining and enhancing the personality and culture of the Club, its membership, and its employees. He/she will be a visible and welcoming person who will be personally involved in the front of the house; both in terms of setting the tone and the training of employees and in being personally present at events, both large and small. The GM

must understand and enhance the intangibles that make The Club at Ironwood a unique Club providing a great value in the region.

The GM will have the following club department heads reporting to him/her: Golf Pro, Head of Maintenance, Office Assistant, and Chef. The GM will work collaboratively with the member-volunteers who assist the Club in many facets of its operations.

PRIMARY ROLES & RESPONSIBILITIES

- Understand, appreciate and be additive to building the club's culture and marketing strategy.
- Have outstanding food and beverage aptitude and experience and know how to deliver in these areas at a high level. In particular, the quality and consistency of the food and drink offerings to enable the Club to find its place in the local market.
- Have a strong "forward focus" on Club trends.
- Partner with the Golf Professional and Head of Maintenance, to create an exceptional golf experience. The Club Golf experience is a key to the Club's success.
- Possess the financial acumen and administrative skills to juggle the numerous demands of the position.
- Ability to create and oversee a system identifying key ratios to track (payroll, net F & B, etc.) as well as valuable 'dashboards' for oversight and enhancement of operations.
- Be analytical in nature and skill set that translates into performance objectives that are easily articulated, understood, and turned into backing for making overall member satisfaction a top priority for the organization.
- Be able to develop and install a performance management system, ensuring that standards of conduct and member engagement are met; this includes oversight of high standards of appearance, hospitality, service, and cleanliness of all facilities, as well as the key financial metrics that are agreed upon.
- Instill a high-performance culture throughout the Club by involving associates in the decision-making process of how 'work gets done' and help to further an already desirable and rewarding work environment.
- Have enthusiasm and aptitude for teaching and training, developing, and enhancing orientation and training programs for all Club personnel, working, as necessary, with the managers directly responsible for those operations.
- Ensure effective and efficient staffing and scheduling for all facilities and non-golf functions while balancing financial objectives with member and guest satisfaction goals. This will include ensuring proper accounting records relating to the Club are maintained, enabling the Club's financial position to be ascertained at any time and that annual account are prepared and audited.

PREFERRED ATTRIBUTES & QUALIFICATIONS

- A minimum of 3-5 years of progressive leadership/management experience having a consistently upward tracking leadership experience in a similar hospitality operation known for high service standards. The club will consider both current GMs, as well as "rising stars" with the necessary potential, but who are currently in exceptional club environments as an Assistant General Manager, Club Manager, or having similar responsibilities.
- Detail oriented with the ability to exercise good time management skills, as well as the ability to instill such proficiencies in others with whom he/she will be working with.
- Experience in planning and administering training and professional development programs for himself/herself and club personnel.
- Experience in developing/implementing annual (business) plans, operating reports, forecasts, and budgets, with a strong understanding of hospitality and service balanced against financial efficiencies.

- Able to monitor safety conditions and employees' conformance with safety procedures; and assures that effective training for these programs is conducted in all departments.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor's Degree from a four-year university or college is highly desirable, preferably in Hospitality Management or a related field.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications preferred but not required, or credits towards designations such as CMAA, CCM, CCE, PGA

COMPENSATION & BENEFITS

- Salary is open and commensurate with qualifications and experience:
- Range: \$65,000 to \$82,000.
- Health Benefits
- Performance Bonus
- Expense allowance toward CMAA membership
- Paid vacation

APPLICATION INSTRUCTIONS

*All applications **MUST** be submitted through the PGA of America's Career Services Department as described below*

Combine your cover letter, resume, references, and any supporting documents into one (1) PDF document with the following file naming convention: The Club at Ironwood/ General Manager

Please address all correspondence to - Mr. Doug Shifflett, Search Committee Chair at dwshifflett20@gmail.com

Resume deadline is **April 21, 2023**.