



Club Manager Job Description

The Role

This is a senior line management role, reporting to the Executive Committee, with responsibility to achieve the clubs overall commercial objectives as set out in the Management Plan.

Job Purpose

The operational management of the Club, aligned with the Management Plan and policies set by the Executive Committee, will include:

1. **Enhancing customer experience** to maximize enjoyment and satisfaction for all users, including members, visitors, guests, and event attendees.
2. **Maximising revenue** across all income streams, including memberships, societies, visiting groups, driving range, bar & catering, and functions.
3. **Commercial oversight** of the Club, its premises, and facilities, ensuring alignment with the management plan and budget.
4. **Effective resource planning** to provide cost-efficient and high-quality support services for members, societies, visitors, event guests, and other Club users.
5. **Staff management and motivation**, overseeing teams in office, bar & catering, greens, and cleaning departments, in compliance with relevant HR policies, legislation, and personal development plans.
6. **Facility and technology management**, ensuring assets are maintained and enhanced, and IT systems/digital channels are utilized to optimize operational efficiency.
7. **To maximise the input of volunteers**, ensuring that that the volunteer workforce feels appreciated and supported in their role.

Primary responsibilities

Customer experience

In collaboration with relevant committees and departments:

1. **Develop and implement a top-tier golfing experience** for members, visitors, societies, and competitors, with the goal of increasing participation, satisfaction, and member retention.
2. **Plan and execute high-quality functions and events** that drive strong participation, exceptional satisfaction, and positive word-of-mouth referrals.
3. **Track and analyse key performance indicators** related to customer engagement, experience, retention, and satisfaction.

Revenue

In collaboration with relevant committees and departments:

1. **Increase revenue and profitability** from bar and catering operations.
2. **Drive revenue growth** and enhance profitability from functions and events.
3. **Boost income** through membership, green fees, societies, corporate partnerships, and commercial activities.
4. **Optimise overall revenue and profitability** for St Austell Golf Club.

Commercial and cost management

In collaboration with relevant committees, departments, and professional advisors:

1. **Prepare annual budgets** and cash flow forecasts.
2. **Ensure accurate, efficient, and timely management** of accounting, invoicing, cash control, and banking procedures.
3. **Oversee payroll systems**, ensuring accuracy and proper record-keeping.
4. **Prepare monthly management accounts**, investigate significant variances from the budget.
5. **Review aged debt** and follow up on outstanding payments.
6. **Monitor and report key performance indicators** such as green fees, bar & catering revenue and margins, subscription receipts, supplier payments, and bank balances.
7. **Ensure timely submission** of PAYE, NI, VAT, and Corporation Tax returns.
8. **Operate a purchase order system**, ensuring goods/services match purchase orders/invoices.
9. **Negotiate and manage contracts** for services and supplies, ensuring quality, value, and efficiency.
10. **Collect membership subscriptions** via direct debit and annual payments, addressing defaulters or lapses.
11. **Prepare and publish statutory accounts** in a timely manner.
12. **Review insurance policies periodically**, ensuring adequate, appropriate, and cost-effective coverage.
13. **Prepare for and attend Executive Committee, Operations Committee** and sub-committee meetings, providing minutes as needed.
14. **Plan AGM/EGM meetings**, ensuring compliance with statutory notice requirements.

Resource Planning and Management

In collaboration with relevant committees and professional advisors:

1. **Serve as the line manager** for departmental heads.
2. **Prepare and maintain employment contracts** for all staff members.
3. **Ensure regular appraisals and performance management** for all staff.
4. **Hold regular meetings** with line-managed staff and third-party operators to define responsibilities, agree on work plans, review performance, and address any concerns.
5. **Manage service contracts** (including service level agreements) with third-party operators, such as the Golf Professional.
6. **Oversee suppliers and contractors**, including accountants.
7. **Ensure staffing levels and schedules** align with the Management Plan and operational needs.
8. **Meet the requirements** of the Golf and membership work schedules efficiently and effectively (as outlined in the appendices).
9. **Review, update, and implement Health and Safety policies** to comply with current legislation and Club policies.
10. **Lead Health and Safety Management** for the Club.

Facility management and technology optimisation

In collaboration with relevant committees, approved suppliers, legislation, budgets and strategy plan:

1. **Ensure** all golf facilities are maintained and improved.
2. **Ensure** all club premises and facilities are maintained and improved.
3. **Ensure** club IT systems and software platforms (including Intelligent Golf, and the website) are fully utilised and maximise efficiency, engagement and compliance.
4. **Ensure** the club's computer hardware and software is maintained in good working order.

To maximise the input of volunteers

In collaboration with relevant committees, legislation and budgets:

5. **Ensure** that the club communicates what volunteers do within the Club.
6. **Ensure** that new volunteers are supported to enable them to understand their role and responsibilities.
7. **Ensure** that our volunteers are recognised and that as a Club we say thank you and share the success stories of their work.

Appendices: Golf and membership schedule of work

In collaboration with the club's committees, departments, and third-party suppliers, the Club Manager holds overall responsibility for the golf and membership work schedule, which includes, but is not limited to:

Golf Events

1. Create, publish, and manage the annual fixture list, including open events.
2. Oversee and administer the tee booking system.
3. Coordinate and host visiting parties, societies, and guests.

Golf Facilities

1. Buggy hire
2. Driving Range with Toptracer installation and practice area and procedures.

Golf subscriptions

1. Prepare annual subscription invoices and manage the payment process.
2. Maintain membership and customer databases in compliance with GDPR regulations.
3. Administer membership applications efficiently.
4. Provide routine administrative support related to club cards, handicap certificates, card top-ups, and member inquiries.