

## **LOS SERRANOS GOLF CLUB GENERAL MANAGER POSITION DESCRIPTION**

**The position of General Manager is available at Los Serranos Golf Club**

**THE DEADLINE FOR APPLICATIONS AND RESUMES IS FEBRUARY 10, 2017**

Los Serranos Golf & Country Club located in Chino Hills, California, was opened in 1925, and has been owned and operated by the same family since 1953. The world-class facilities include two championship golf courses, full practice areas, golf academy, and lessons, and an award winning Clubhouse that features the elegant Montebello Ballroom, restaurant & lounge in the Racquet Room, locker room amenities, and Golf Shop. Los Serranos Golf and Country Club has hosted numerous prestigious events including 24 Los Angeles Open and 23 California State Amateur Qualifying's, California State Open and Southern California PGA Championships. For more information visit: [www.losserranoscountryclub.com](http://www.losserranoscountryclub.com)

**Position Description:** Family ownership desires a candidate seeking a long-term commitment to developing and supporting their foundation and vision. The current Interim General Manager held that position for 37 years. This position is responsible for managing all the day-to-day aspects of the Club, developing the club's annual operation & capital budgets, and overseeing the relationship between the Club, its members, customers, guests, and employees.

The Los Serranos General Manager's purpose is to direct all phases of Club operations to provide quality service and products to Club Members, customers, visitors and guests. Fiscal responsibility encompasses managing the financial viability of the Club, and ensuring the Club meets all financial obligations. Coordinates and administers policies as defined by the Board of Directors. Develops day-to-day operating policies and procedures and directs the work of all Department Managers. The General Manager reports to the President and Chairman of the Board.

### **Job Summary: Essential Functions and Accountability**

Responsibilities and duties include, but are not limited to the following:

- \* Adhere to all of the various written mandatory standards of operations, policies and procedures, manuals, memos, oral instructions, etc., all which go to make up the essential functions.
- \* Develop departmental sales plan, in conjunction with the staff, including specific tactics for revenue generation. Involve all club personnel in generating revenue through constant communication on the importance of continuous income stream.
- \* Works with the Head Golf Professional and Superintendent to ensure the quality of the course, adhering to the budget, and ensuring that goals are met and that standards are adhered to by all.

- \* Responsible for setting club goals, both qualitative and quantitative. Develop business and financial plans for the club. Monitor club performance according to plan. Devise and implement actions to ensure club's performance to plan.
- \* Ensure that the club meets all debt and lease term obligations. Fiduciary responsibility to ensure that the club meets all contractual obligations.
- \* Ensure the club is not placed in a position of liability by acts of negligence or poor management decisions.
- \* Develop employees for career advancement through the use of Performance Review Systems, Cross Training, Education, and Development Planning.
- \* Ensure all expense control systems are in place with close monitoring of all department expenses, including revenue to payroll ratio. Ensure appropriate forecasting systems are utilized.
- \* Ensure all Club Policies & Procedures and Safety Standards are adhered to and ensure all Club staff members are accountable to a high standard.
- \* To secure and maintain active, positive involvement from the Board of Directors by: sharing the "vision" for the club and the means to achieve it; gaining its support to build a culture of Customer focus, quality, and service; soliciting input on specific issues which affect the customers; reporting the "state of the Club" on a regular basis through Board Meetings; demonstrating respect and recognition for each Board Member in any contacts with the club.
- \* Maintain exceptional Customer Relations and facilities by creating a quality environment through proper staffing, programming, service operations, and maintenance.
- \* Identify opportunities for customer events, food and beverage services, golf operations, and recreational facilities that satisfy on-going customer needs and implement to achieve revenue objectives.
- \* Recruit, select, and develop a qualified staff of Department Managers to understand the relationships between value, Customer Satisfaction, and Customer retention/attrition.
- \* Actively participate in Club events, acting to facilitate Customers to create their own value, making use of significant personal contact as a means of gathering feedback.
- \* Monitor Member attrition. Develop action plans to curtail Member attrition and maintain it at the lowest possible level.

### **Qualifications, Skills, and Experience**

- a. Four year college degree, CCM or another validation of hospitality certification/accreditation strongly preferred.
- b. Minimum 3-years proven, successful experience as a General Manager.
- c. Experience in food and beverage sales, wedding, and event planning.
- d. Ability to create and implement strategies to maintain and grow club membership. Capable of handling customers concerns and issues.
- e. Strong financial understanding encompassing budget development, revenue forecasting, expense controls, and the ability to make mid-stream adjustments to meet annual objectives.

### **Compensation**

Salary and bonus commensurate with experience and qualifications. Health-care Benefits, golf privileges, CMAA membership, paid vacations and holidays. Beginning Salary Range est. \$80,000 - \$90,000 per year, plus performance bonus.

Compensation includes a competitive salary and performance based bonus.

Requirements include a minimum of three (3) successful years as a daily fee golf course General Manager. Additional experience would be a plus. The candidate must have exceptional work ethic, be detailed oriented, an effective team leader, with a proven track record and strengths in business administration, accounting, golf course operations, golf tournament and wedding/banquet sales.

Well-qualified applicants should send resumes and references in confidence to (current photo optional):

**Mr. Kevin Sullivan – Interim General Manager  
Los Serranos Golf Club  
15656 Yorba Avenue  
Chino Hills, California 91709**

**[KSullivan@losserranoscountryclub.com](mailto:KSullivan@losserranoscountryclub.com)**

**Facsimile: 909.597.1615**

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### **Los Serranos General Manager Skills Summary:**

Specific skills, experience, accountability, and reporting responsibility to the Los Serranos Board of Directors, specifically with regard to nearly all of these fundamental business practices:

#### **1. Budget and cost control expertise**

2. Proven Marketing and Advertising planner
3. Food and Beverage management experience
4. College degree desirable (copy of transcripts)
5. Solid knowledge of ACCOUNTING
6. Computer literate in MS Office products to include Excel, Word, Outlook, and PowerPoint
7. Strong verbal and written communication and social media skills
8. Demonstrated track record of outstanding personnel practices, including hiring, training, supervising, and evaluating a Team of motivated employees
9. Extremely strong SALES background with demonstrated sales results
10. Theft, harassment, challenges (knows what to look for!)
11. Promotes safety awareness for all departments through continual training to ensure a safe and productive work environment
12. Infrastructure expertise: Facility needs, repairs, maintenance issues. Utilities, health codes, liquor licenses, permits. Taxes, easements, zoning, etc.
13. Familiarity with employee benefit plans, health insurance, compliance issues, government regulations
14. PGA certified professional highly desirable
15. Some training / experience in agronomy and GOLF COURSE MAINTENANCE is highly desirable
16. Prior general manager experience in golf, club, or hotel industry essential.
17. Multiple years of experience working with and creating a successful Strategic Plan
18. Willingness to learn, work as a team player, accountable and responsive to a Los Serranos Board of Directors

### **Addendum – Los Serranos Job Description**

#### **DESIRED EXPERIENCE:**

- Successful Public Daily Fee Golf course General Manager Experience: 3 – 5 years
- Strong, consistent, and proven track record of sales & revenue generation success
- Outstanding leadership, organizational, training, customer service, marketing, and human resource skills
- Proven record of accomplishment in the areas of finance, budget controls, asset management, capital improvement programs, and strategic planning
- Experience and success in Tournament Sales, Food & Beverage Operations, Wedding & Banquets, Golf Course Maintenance / Irrigation, Men's and Women's Clubs, Personnel Administration, Government Relations, and Management
- Exceptional technical, computer systems, Information Technology, and social media experience
- Work experience with a Family Owned Business would be a great asset!

#### **PERSONAL QUALITIES AND BACKGROUND:**

- Honest – Loyal – Enthusiastic – and someone who possesses a demonstrated ability to work well with others
- Willing to relocate to Chino Hills
- Strong communicator with proven abilities in written and oral communications
- A self-motivated leader, self-starter, and solid time manager
- College degree or greater with a focus on management, finance, and accounting. High GPA.
- Member of the PGA of America and related organizations
- Proven ability to work closely and cooperatively with a Board of Directors and our Staff Team of 100 wonderful employees!