



Leaders in Public Golf

# GOLF COURSE SPECIALISTS, INC.

## Position Description

v.3.2.15

**Position:** Player Development Manager, East Potomac  
**Reports to:** General Manager, East Potomac

**Functions:** Manage all aspects of the GolfDC Academy operation, including player development programs, promotions and events at East Potomac Golf Course and Driving Range. Coordinate with GM the management of related personnel, financial, marketing, facility maintenance and contractual compliance aspects necessary to accomplish facility player development goals.

The time composition of position responsibilities are approximately:

- 50% daily Academy/player development sales office operations management, including administration/ongoing evaluation of all online systems, tuning of external and internal communication tools and supervision of registrar and instructor team
- 10% instructor professional development and training including curriculum review, quarterly team meetings, monthly review of customer satisfaction surveys
- 10% player development strategic / financial management, hands-on player development event management and marketing/product management
- 30% hands-on instruction

**Duties:** The duties of this position include, but are not limited to, the description listed below. The candidate must be prepared to take on additional responsibilities as part of the Golf Course Specialists, Inc. team.

1. Guide the “best practices” of player development for facility sales and operations, including hands-on management and leadership of all aspects player development programs and events at East Potomac.
2. Oversee all player development-related functions including, but not limited to:
  - sale of lessons, leagues, and outings/tournaments
  - promotion and execution of featured player development events (e.g. Play Golf America Day and Women’s Golf Month Reception)
  - online store and website maintenance (i.e. GolfDC; U-schedule; Play Golf America,)
  - student retention tactics, including regular communication
  - partner organization relations (e.g. TFTGDC, EWGA-DC, DCPS/Paul Berry, Charter Schools, etc.)
3. Provide sales/admin support for the East Potomac Academy revenue production and meet/exceed annual budget goals. Responsible for daily cash receipts and account for safekeeping according to Company policy and procedures.
4. As member of Registrar team, perform registrar function during registrar shifts. Also, administer customer data, registration stats, class evaluations and Academy software tools/applications, including class schedules, student rosters, mailing lists, online schedules/registration system, website pages and online store.
5. Oversee scheduling of proper staffing levels for daily operations including instructors for all lesson/player development services and registrars for sales & admin operation. Also provide staff for special player development programs/events, including showcase events.

6. Assist with recruiting, training and professional development of all registrars and instructors.
7. Ensure that all registrars and instructors perform assigned duties and respond appropriately to daily staffing needs/problems (i.e. attendance, attitude, etc.) and document each incident using appropriate personnel paperwork. Administer employee progressive discipline, and as needed, termination according to Company employment policies and procedures.
8. Assist with tracking and surveying students/players for satisfaction with our Academy/Player Development related facilities and programs.
9. Respond to customer concerns, complaints and problems.
10. Facilitate with GM/participate in design of new player development products/initiatives consistent with Company's player development philosophy, strategy and participation/retention goals.
11. Evaluate and improve operational logistics and facility plant, as needed, with input from registrar and instructor team. Oversee housekeeping/presentation of all Academy areas including sales office, instructor office at Range, teaching stalls, video areas/equipment and Academy storage closets (clubs/training aides).
12. Ensure ongoing evaluation and refinement of and innovation in the Academy's scope of services, curricula, instructor certification/development and student participation levels and retention success.
13. Work with Company Marketing Manager in promoting all golf services to create customer interest and generate revenue. Also assist with administration of company donations of in-kind services.

**Required:**

Successful candidates will have significant hands-on experience, as well as demonstrate the following qualifications:

- Exceptional interpersonal and relationship building skills, coupled with strong written and verbal skills
- Strong administrative background
- Min. 5 years operations and management experience in golf or hospitality industry, with focus on customer service / sales
- Bachelors degree
- Demonstrated ability to manage and develop staff, especially in golf ops or hospitality business
- Previous responsibility for the profit and loss of a business or business unit.
- Successful track record of creating and implementing sales/marketing programs to serve customer needs and generate growth in revenues
- Positive attitude and enthusiasm, especially under pressure
- Strong analytical/trouble shooting skills
- Extensive experience in using a variety of software tools, such as Point-of-Sale, Word, Excel, database applications like scheduling, web-based systems, web editors, desktop publishing, etc.
- Goal-oriented and exceptionally motivated to take our Player Development and Culture of Excellence to next level

**Desired:**

- Professional affiliation – PGA, LPGA, or USGTF
- Min. 5 years teaching experience
- Experience with Video Swing Analysis software for teaching
- Experience in leading a sales team
- Basic club repair knowledge

**Hours:** This is a full-time, year-round position with benefits. Required hours are based on business needs. In-season administrative hours are approximately 30-40 hours per week including weekends, holidays and evenings. Off-season hours are 20-30 hours per week depending on business needs. Teaching is allowed around your scheduled administrative time.

**Compensation:** \$20.00 per hour for administrative time  
\$25.00 to \$40.00 per hour teaching rate commensurate with experience and professional affiliation.  
Teaching hours are paid above and beyond administrative hours.

Example of Annual Compensation:

*In-Season Admin hrs* – 32 hrs/week \* 32 weeks = 1,024 hrs \* \$20/hr = \$20,480

*Off-Season Admin hrs* – 24 hrs/week \* 20 weeks = 480 hrs \* \$20/hr = \$9,600

*Teaching hrs* – 12 hrs/week \* 52 weeks = 624 hrs \* \$35 hr = \$21,840

*Total Compensation before BONUS Plan* = \$51,920

\*\*BONUS Plan for overall performance of the Academy is available.

The Bonus Plan is based on growth of Academy Gross/Net Revenue and will amount to 3%-10% of total compensation.

**Benefits:** Details of benefits, including timing of eligibility, for the “Supervisor Category” are available from our HR Department. All benefits programs are reviewed annually and subject to change.

- 401(k) Safe Harbor Plan with Company matching
- GCS Pays 75% of Health Insurance for Individual
- GCS Pays 75% of Individual Dental Insurance
- \$50,000 Life Insurance, supplementary life and disability available
- 5 personal/sick days and 5 vacation days accrued annually; increases to 10 vacation days after 2 years
- Professional Dues and/or Education allowance up to \$1,000 annually for training relevant to position
- Golf Playing Privileges and discounts in pro shops and grilles for individual