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# The Bradford Golf Club

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## **General Manager – The Bradford Golf Club**

### ***The Role:***

Reporting to the President, the General Manager (GM) will work with the Board to lead and manage the Golf Club Operations and deliver the club's key strategic, financial and operational objectives.

The GM will assume a pivotal role in shaping the club's reputation to drive its long-term success and sustainability, identifying new growth opportunities and mitigating potential risks.

Through strong leadership, training, and mentorship, the GM will empower each team member to reach their full potential. The GM will oversee all matters relating to Golf, Membership, Clubhouse Services and the general administration of the Club, ensuring that it operates at the highest standards of professionalism and service.

The GM will also have responsibility for the Club's relationship with the Club Professional.

Central to the role is creating an exceptional experience for Members, prioritising their needs and preferences. Building strong relationships with Members and seeking their feedback will be integral to improving the Club's offerings and services as will extending this to guests and visitors.

A focus on commercial success will involve developing and implementing strategies to drive revenue growth, whilst maintaining financial sustainability.

This includes sound financial management practices, the close monitoring of the Club's financial performance and the implementation of cost-saving measures when appropriate.

### ***The Candidate Profile:***

This role ideally demands a proven track record within a Golf Club environment, excellent relationship management and leadership skills and an understanding of working within a strongly customer-focused or member-based organisation.

You should have excellent interpersonal, people management and communication skills alongside progressive leadership/management experience.

Strong business acumen with experience of Golf Club and bar/catering financial and operational management is seen to be important. Sales and marketing will form an integral part of the role so familiarity with golf industry trends and appropriate marketing media and channels is a must.

Outgoing, conversant, respectful and diplomatic, but an ability to say "no" when appropriate without alienating members or staff while doing so would be a fundamental quality.

A Golf Club or related management qualification would be a distinct advantage.

### ***Primary Responsibilities:***

To actively participate in the preparation of the Club's Business Strategy, Annual Budget and Re-Forecasts and to take responsibility for delivery and performance.

The GM will provide leadership and operational direction to the Clubhouse, Course and Administration teams whilst leading regular weekly planning meetings with the Ops Team and Professional.

To foster a collaborative work environment and empower a dedicated and motivated Ops Team to create a welcoming experience for all members and visitors alike through delivering outstanding customer service.

To maintain accurate member and subscription information, supporting the Membership Director in developing effective member retention and recruitment strategies. Creating and delivering engaging communication to members whilst maintaining a visible and engaging presence throughout the Club.

To work with the Board and Marketing Sub-Committee to develop and deliver the Annual Marketing Plan to position the Club with the appropriate audience thereby building the Club's profile and related income streams.

To grow and protect the Club's brand and offering through its website, social media and other relevant platforms.

To manage, oversee and implement the Club's marketing budget.

At all times to act as an ambassador for the Club ensuring that it maintains strong and productive relationships with its key stakeholders in the vicinity - locally, regionally and nationally.

To support the Board and lead the Professional and Clubhouse teams to manage all aspects of visitor relations; pricing, booking, greeting, service delivery and follow up/feedback.

To work closely with the Course Director and Head Greenkeeper to create and implement a long-term course development plan, alongside routine maintenance to ensure that the golf course remains in outstanding condition.

To lead the Clubhouse team to ensure that an appropriate foundation for success is in place through its choice of offering, quality of food and service. A successful food and beverage operation is the key to raising membership engagement off the golf course and an essential part of the GM role.

To oversee the Club's social programme and other events organised by the Clubhouse Team and ensuring that they are fully costed, delivered and paid for.

To work with the Finance Manager to provide accurate and timely financial information for the Finance Director and Board, including monthly management accounts, the annual report and ad-hoc information as required.

With the Finance Director to develop and manage financial processes and controls working with budget holders to ensure that budgets are delivered. To actively identify opportunities to increase income and reduce costs that do not detract from quality and service standards.

As Secretary to the Board, support the President of the Board in preparing the monthly Board agenda and information pack. Subsequently to prepare accurate and timely Board minutes for publication to the membership.