

Sample Position Description from GCSAA

General Manager

Definition:

The general manager is responsible for overseeing and providing direction in all aspects of the golf facilities management including golf operations, course maintenance, customer service, sales and marketing, food and beverage, accounting/budgeting, human resources. These responsibilities include:

- Maintaining positive and productive relationships between the golf facility and its Board of Directors, golfers, guests, employees, community, government and industry.
- Coordinating and administering the golf facility's policies as defined by its Board of Directors.
- Developing operating policies and procedures and the delegation of the goals to all of the department managers.
- Implementing and monitoring of the budget, monitoring the quality of the golf facility's products and services and ensuring maximum value of services to golfers.
- Securing and protecting the golf facility's assets, including facilities and equipment.
- Guides and assists the Board of Directors in the development of the facility's long and short range objectives, goals, policies and programs.

The general manager may report to:

- Golf Facility Board President or Officers
- Golf Course Owner
- Regional Vice President or Manager

Typical functions:

1. Hires and supervises functions of golf course superintendent.
2. Oversees supervision of all food and beverage department functions.
3. Directs upkeep and repair to all facility buildings. Assists and advises employer with long-range plans for improvement to facility.
4. Monitors operation of golf program including teaching, scheduling, tournaments, locker rooms, driving range, cart rentals, and pro shop facility.
5. Keeps golfers adequately informed of the activities of the golf facility and encourages their participation. Ensures that sound relationships are maintained between staff and golfers, and that proper consideration is given to golfer complaints and suggestions.
6. Defines, recommends and controls operating and financial objectives; works with department managers to develop short- and long-term plans and programs with supporting budget requests and financial estimates for each department and the golf facility as a whole. Presents proposals to the employer for approval.
7. Serves as liaison with civic organizations to maintain cordial community relations.
8. Develops, maintains and administers strategic long-range and annual organizational and business plans.
9. Coordinates as appropriate, facility inter- and intra-committee activities.

Employment standards:

- Degree in golf course management, business administration, hotel and restaurant management, or related field.

- Minimum three to five years of experience in a service-oriented, hospitality industry, such as: golf course management, hotel, resort, restaurant, retail or sports management.
- Knowledge of accounting and financial management principles including uniform system of accounts, financial analysis, budgeting, cash flow forecasting, compensation and benefit administration, financing capital projects, audits, internal revenue service, computers, business office organization, long-range financial planning.
- Sales and marketing knowledge.
- Human resource management skills in employee relations, management styles, organizational development, work/family balance, time management, stress management, labor issues, leadership vs. management.
- Knowledge of building and facilities management in the areas of preventive maintenance, insurance and risk management, clubhouse/building remodeling and renovation, contractors, energy and water resource management, housekeeping, security, laundry, lodging operations.
- Excellent oral and written communication skills.
- Effective negotiation skills.
- Excellent presentation skills.