

DALLAS ATHLETIC CLUB



**DIRECTOR OF GOLF PROFILE:
DALLAS ATHLETIC CLUB
DALLAS, TEXAS**

DIRECTOR OF GOLF DALLAS ATHLETIC CLUB

Dallas Athletic Club is searching for a Director of Golf who embodies outstanding leadership qualities and will steer the golf operations at our distinguished Club, a place renowned for its rich history and commitment to excellence. This PGA/LPGA professional will focus on fostering member engagement and growth among team members while consistently providing an extraordinary member experience that exceeds expectations daily.

The ideal Director of Golf will be an energetic and versatile professional who fosters an inviting environment for all members, guests, and Club staff while possessing the presence and leadership needed to earn respect as a leader from the beginning.

They will be known for their willingness to embrace cutting-edge technology and innovations in the club industry, enhancing the entire golf program at Dallas Athletic Club.

With a proven track record of crafting exceptional “golf experiences” year-round, the Director of Golf will also offer strategic oversight to staff in delivering outstanding member services, organizing golf tournaments and Club events, managing merchandising, and creating and facilitating Junior programming. This role emphasizes the creation of a supportive and engaging environment that enhances participants' overall enjoyment and skill development.

Additionally, this individual will be recognized for their commitment to developing and mentoring the next generation of leaders within the golf industry.

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ABOUT DALLAS ATHLETIC CLUB

Established in 1919, the Dallas Athletic Club has become a distinguished institution in the Metroplex; it boasts a rich heritage and a well-deserved reputation for excellence. Since its inception, the Club has had only three golf professionals, underscoring the exceptional quality of its courses and facilities.

Spanning an impressive 325-acre campus, Dallas Athletic Club offers a wealth of member benefits and ample opportunities for social engagement, creating a unique and rewarding experience that stands apart in the region. Membership grants access to two 18-hole Championship Golf Courses designed by the legendary Jack Nicklaus, a state-of-the-art Golf Short Game Practice Facility, and ten outdoor tennis courts.

Dallas Athletic Club serves as an ideal “home away from home” for families, couples, and individuals who value an active and social lifestyle. Our commitment to excellence is reflected in our employee motto: "to exceed member expectations."

The two Championship Golf Courses provide a distinctive combination of beauty, challenge, and exceptional year-round playability. Notably, Jack Nicklaus won his first PGA tournament here and returned to redesign both courses for our members. The 36 holes offer unique golfing experiences suitable for players of all skill levels.

The state-of-the-art 8-acre Short Game Practice Facility, designed by Chet Williams, features a variety of practice stations for every conceivable lie or situation. It is complemented by two expansive putting greens—one Bentgrass and one Bermuda.

The Nicklaus-designed Blue Course showcases natural waterways, rolling hills, and a diverse array of trees. It has all Bentgrass greens, 419 Bermuda fairways, waterfalls, and both white sand and grass bunkers, making it both a pleasure and a challenge to play. The Blue Course has also hosted several prestigious tournaments, including the 1963 PGA Championship.

The recently renovated, Gold Course stretching over 7,100 yards and plays to a par 72, features 419 Bermuda fairways and Bentgrass greens. It artfully combines natural elements, such as eight lakes and mature trees, with modern design techniques to offer golfers a variety of scenic views and engaging shots on every hole.

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Dallas Athletic Club's Tennis Facilities include ten lighted regulation-sized outdoor courts, four standard-sized pickleball courts, and an observation patio with a full-service Tennis Shop, complete with locker rooms and a viewing area. Our Tennis Program emphasizes fundamental development, strength training, and enjoyment, offering lesson programs for adults and juniors of all skill levels—from beginners to competitive team players. Additionally, our professional tennis staff conducts weekly clinics throughout the year, providing a wonderful opportunity for all tennis enthusiasts to enhance their skills or engage in friendly competition.

DALLAS ATHLETIC CLUB BY THE NUMBERS:

- Approximately 1,400 members- 950 full members with an extensive waitlist
- Initiation Fees: \$60,000
- Annual Dues: \$11,760
- 36 holes
- 53,352 rounds of golf annually
- Total Merchandise Sales - \$1,200,000
- The Club is organized as a 501(c)(7) and is a not-for-profit corporation.
- The Club uses Northstar for POS and Accounting, ForeTees Tee Time System, and Golf Genius for Tournament Registration
- Golf Operations Employees: 60
- 9 Board Members – 3-year term
- Average age of membership: 54

DALLAS ATHLETIC CLUB WEBSITE: www.dallasathleticclub.org

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DIRECTOR OF GOLF POSITION OVERVIEW

The Director of Golf at Dallas Athletic Club is truly the “golf ambassador” and golf expert of Dallas Athletic Club and is responsible for planning, organizing, and directing a comprehensive golf program. This role is designed to provide an exceptional golf experience recognized as a leader in the private club industry. The individual will also develop innovative services and programs for all members and guests.

The individual in this role will oversee all aspects of the golf operation, working in close collaboration with the Golf Course Superintendent and other department leaders while reporting directly to the General Manager. The Director of Golf must excel in both leadership and operational delivery, ensuring that the staff remains highly accountable for achieving and maintaining exemplary standards. This position involves direct supervision of all inside and outside Golf Operations Staff, with responsibilities that include hiring, training, and mentoring them to guarantee an exceptional level of service for the membership of Dallas Athletic Club. Of utmost importance is the effective management of the Pro Shop, where the Director of Golf will cultivate an environment that not only meets but surpasses nationally recognized standards, ultimately enhancing the overall member experience and driving Club success.

A strong emphasis is placed on building meaningful relationships with both members and guests, along with the ability to foster community engagement and connection on a daily basis. The Director of Golf will be instrumental in striking the right balance of tee sheet accessibility for various golfing groups, ensuring ample opportunities for regular member play and Club-organized golf events. This multifaceted role encompasses tournament operations, golf instruction, inventory management, and enhancing the overall experiences for both members and guests. Additionally, the Director will spearhead the development of what aspires to be the best Junior Development Program in the nation, nurturing the next generation of golfers and instilling a lifelong passion for the game.

The Director of Golf is expected to be a strategic leader of the golf experience at Dallas Athletic Club and, therefore, a person of passion, knowledge, vision, planning, and business acumen. Their passion for the game will be infectious to everyone they encounter.

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PRIORITIES OF THE NEW DIRECTOR OF GOLF

- Secure high membership satisfaction levels with a positive, respectful, inclusive, interactive, and highly visible presence.
- Develop and build a golf operations team with a strong focus on mentorship and individual team member growth.
- Develop standard operating procedures and policies.
- Create an environment where communication is exceptional and job one.
- Ensure the Club maintains an active Coaching and Teaching program to extend the value to the golf membership through various offerings.
- Fully engage with the Club's Management Software system to analyze sales trends, golf rounds, and member demographic utilization of golf operations. The software includes ForeTees, Golf Genius, and Northstar.
- Full ownership of all golf events, including marketing, tee prizes, billing, and partnering with food and beverage leadership to ensure successful execution.
- Actively participate in and manage responsibilities during the upcoming renovation of the Blue Course
- Review the history of multiple golf groups on the tee sheet and work with the Golf and Grounds Committee and General Manager to ensure balance and accessibility of all members to the course(s).
- Preparation and adherence to an annual approved budget and communicate to management when variances occur.
- Full responsibility for the Golf Shop inventory and success of the merchandising program to elevate the member experience.
- Work closely with the Chief Financial Officer to ensure that financial procedures are maintained according to the established guidelines of the General Manager
- Recruit, conduct interviews, hire, train, and retain needed staff.

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Key Responsibilities:

- Engage members at every opportunity to foster high satisfaction levels.
- Collaborate effectively within the private club environment, working closely with the Board, committees, and the General Manager to provide visionary leadership.
- Lead a high-performance team through effective communication and open dialogue, focusing on team building and development.

Candidate Qualifications:

- Proven experience in attracting, developing, motivating, and retaining a high-performance team of professionals committed to operational excellence.
- Strong communication abilities to cultivate positive relationships with members and staff, encouraging a culture of enthusiasm and collaboration.
- Demonstrated capability in implementing best practices that enhance member satisfaction and operational efficiency.
- In-depth knowledge of the golf industry, complemented by a strong proficiency in the game itself, with a genuine passion for enhancing the member golfing experience.
- A consistent career trajectory showcasing dedication to previous employers and a focus on skill enhancement and professional growth.
- Established a network within the golf community to benefit club operations and member engagement

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Preferred Bachelor's Degree in Business Administration or Golf Management but not required.
- A PGA Class "A" Certification status is required.

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EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The Club offers an excellent bonus and benefits package, including PGA membership.

INSTRUCTIONS ON HOW TO APPLY

Please email your resume and prepare a thoughtful cover letter addressed to the Dallas Athletic Club Search Committee/attention Brent Burkhart, General Manager, and clearly state your alignment with this role and why you want to be considered for this position. Emails can be sent to BBurkhart@dacstaff.org.