

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

DIRECTOR OF GOLF PROFILE: THE HERTSMERE HERTFORDSHIRE, UK

DIRECTOR OF GOLF OPPORTUNITY AT THE HERTSMERE

The Director of Golf at The Hertsmere will lead and oversee all golf-related operations, ensuring a distinctive, enjoyable, and inclusive experience for golfers while driving optimal financial performance and member satisfaction. This strategic role requires developing and implementing innovative plans to support the venue's growth, working closely with various departments to deliver seamless service. The Director of Golf will manage a high-performing golf services team, maintaining top-quality facilities and enhancing customer engagement through creative programs. Additionally, they will be responsible for financial oversight, budgeting, and the continued evolution of golf products and services to align with The Hertsmere's ambitious vision.

ABOUT THE HERTSMERE

The Hertsmere offers a premier golfing and leisure experience in North London, combining professional-grade facilities with a warm, welcoming atmosphere. Its centerpiece, an expertly designed 18-hole course, provides an engaging challenge for golfers of all abilities. The state-of-the-art driving range features 26 flood-lit bays equipped with Toptracer technology, enhancing practice sessions with interactive elements and precise ball-tracking.

The golf academy, led by qualified PGA Professionals, offers expert instruction and fosters skill development in a supportive environment. The Hertsmere prides itself on nurturing a sense of community among golf enthusiasts while maintaining a high standard of play.

With a premium restaurant and bar named "Script," the food and beverage experience caters to a diverse audience of golfers, special events, and elevated casual diners. With its stunning course views, the restaurant provides an elegant setting for all occasions, complemented by a refined menu and carefully crafted cocktails.

The Hertsmere's commitment to excellence extends to its inclusive atmosphere, ensuring a quality experience accessible to all visitors. Whether for a serious game, a casual outing with friends, or a family gathering, The Hertsmere provides a versatile venue where professionalism meets hospitality.

THE HERTSMERE BY THE NUMBERS

- Annual Total Revenue – 2023: £ 1,772,112; 2024 Q2 YTD: £1,173,613
- Green Fee Revenue – 2023: £ 683,099; 2024 Q2 YTD: £409,704
- Driving Range Revenue – 2023: £291,906; 2024 Q2 YTD: £192,928
- Lesson Revenue – 2023: £133,162; 2024 Q2 YTD: £58,924
- # Rounds of Golf Annually – 27,000
- # Balls hit on driving range in Q1 and Q2 2024 – 2.15 million
- Retail Revenue – 2023: £168,017; 2024 Q2 YTD: £73,091
- # Employees - Club (FTE) – 29
- # Employees - Club (Casual) – 25
- Facility POS System - IntelligentGolf, Tevalis

THE HERTSMERE WEBSITE: www.thehertsmere.co.uk

SCRIPT AT THE HERTSMERE WEBSITE: www.scriptrestaurant.co.uk

DIRECTOR OF GOLF JOB DESCRIPTION

To lead and manage all golf-related services at The Hertsmere, ensuring a unique, fun, and inclusive golfing experience while optimizing financial performance and golfer satisfaction.

Ensuring the strategic success of the department in line with the aspirations of the venue. The Hertsmere is growing quickly, and the Director of Golf and the golf services team will be central to the evolution and growth of a core pillar of the business.

- Strategic Leadership
 - Develop and implement strategic plans for all golf operations
 - Optimize financial performance of golf-related activities
 - Innovate with progressive strategies for golf products and services
- Operational Management
 - Oversee daily golf course operations, including tee time management and event planning
 - Manage golf operations team and foster a customer-focused culture
 - Ensure smooth integration with other departments
- Financial Oversight
 - Prepare and manage golf department budgets
 - Monitor and analyse financial performance
 - Implement strategies to maximize profitability
- Member and Guest Experience
 - Foster a fun, welcoming and inclusive atmosphere
 - Develop programs to engage new players and to grow and retain members
 - Address customer issues promptly and professionally
- Team Leadership
 - Build and lead a cohesive, high-performing team
 - Set clear goals and expectations for staff
 - Provide consistent feedback and support
- Facility Management
 - Maintain high standards for the golf course, driving range, and academy
 - Collaborate on capital expenditure planning
 - Ensure compliance with health and safety procedures
- Marketing and Communication
 - Work with marketing team on promotional strategies
 - Effectively communicate with membership on golfing matters
 - Manage social media presence for golf operations

CANDIDATE QUALIFICATIONS

- PGA, CMAE, or equivalent qualifications
- Proven experience in golf operations management
- Strong track record in team leadership and customer service
- Proficiency in golf course management software
- Demonstrated ability in financial management and strategic planning

KEY CANDIDATE CHARACTERISTICS

- Strategic thinking, planning and delivery
- Financial acumen and business management
- Leadership and team development

- Customer service excellence
- Innovation and adaptability
- Effective communication and interpersonal skills
- Problem-solving and decision-making
- Golf industry expertise

SUCCESS METRICS

- Financial performance of golf operations
- Member satisfaction and retention rates
- Golf course utilization and revenue optimization
- Team performance and development
- Innovation in golf products and services
- Efficiency of golf operations

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience.

INSTRUCTIONS ON HOW TO APPLY

Please upload your CV and cover letter in that order using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used in your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to the Director of The Hertsmere, Stuart Ritchie and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why The Hertsmere and the Elstree area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Friday, 11th October 2024. Candidate selections will occur in mid-October 2024, with the first Interviews expected later than month and the second interviews a short time later.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Hertsmere DOG”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you cannot go back in and add additional documents.

[Click here](#) to upload your CV and cover letter.

If you have any questions, please email Patty Sprankle: patty@kkandw.com

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