

DIRECTOR OF FOOD & BEVERAGE PROFILE: GREY OAKS COUNTRY CLUB NAPLES, FL

DIRECTOR OF FOOD & BEVERAGE AT GREY OAKS COUNTRY CLUB

Grey Oaks Country Club in Naples, Florida, is looking for a creative, confident yet humble leader with outstanding communication and listening skills to be the next Director of Food & Beverage (DFB). The Club seeks a hospitality professional with strong food and beverage expertise capable of providing clear vision and direction. The ideal candidate will have the ability to elevate service and offerings to the next level and possess a solid background in reputable hospitality operations. This individual will lead the F&B team in budgeting, forecasting, problem-solving, and identifying new areas of opportunity. Experience in hospitality, preferably with a blend of high-end resort and residential club community exposure, working with multiple food and beverage outlets, is essential. The candidate should excel in developing and implementing programs and KPIs, with a keen understanding of maintaining consistent quality service.

The new DFB will be following in the footsteps of a well-liked and respected leader who worked closely with the F&B team and department heads to lay the foundation for what Grey Oaks Country Club is today. The former DFB is moving to a new opportunity as an Assistant General Manager. While the incoming individual may not necessarily be viewed as a "change agent," their experience and expertise will be invaluable as the Club strives to continue to establish itself as one of the top clubs in the United States.

[Click here to view a brief video about this opportunity.](#)

ABOUT GREY OAKS COUNTRY CLUB

Grey Oaks Country Club is the ultimate destination for active, resort-style living in Southwest Florida, offering unparalleled luxury and a vibrant social scene. This gated, exclusive country club boasts three championship golf courses, a state-of-the-art Wellness Center, exceptional dining venues, and a wealth of recreational activities including tennis, pickleball, bocce, and a resort-style pool. Located in Naples, Grey Oaks Country Club is more than just amenities; it's a community built on warmth, friendship, and adventure.

The heart of Grey Oaks Country Club lies in its award-winning golf courses, offering 54 holes of captivating and finely engineered designs that challenge and enchant golf enthusiasts. A state-of-the-art Golf Performance Center features InRange technology as well as Trackman and V1. The Sports Center is a favorite hub for members, offering a range of activities from Aquatic programs to Pickleball and Tennis. The 30,000-square-foot newly reimagined Wellness Center is designed to meet each member's health needs with personalized fitness programs led by experienced trainers.

Beyond sports and wellness, Grey Oaks Country Club hosts over 1,000 annual activities, including curated events, culinary experiences, and social gatherings, ensuring there's truly something for everyone. Whether you're a golfer, foodie, fitness enthusiast, or simply seeking connection, Grey Oaks Country Club promises a lifestyle filled with excitement, fun, and unforgettable memories. It's not just a place to live; it's a community that feels like home, where every day is an opportunity to celebrate success and "Live Your Best Life."

GREY OAKS COUNTRY CLUB BY THE NUMBERS

- At present, there are approximately 1260 memberships (with a golf wait list over 100)
- Approximate gross revenue: \$45M
- Approximate F&B volume: \$8M (including \$775,000 in Package Wine Sales)

- Approximate annual gross payroll: \$2M Kitchen, \$2.9 F&B
- Average food cost: 41% (budget and actual)
- Approximately 130,000 covers per year (60,000 lunch, 70,000 dinner)
- POS and Club Accounting System: NorthStar
- Average age: 69

GREY OAKS COUNTRY CLUB WEBSITE: www.greyoaksc.com

DIRECTOR OF FOOD & BEVERAGE – POSITION OVERVIEW

Grey Oaks Country Club has a strong team in place and seeks to attract a verifiable high-performing, achievement-oriented, and collaborative new Director of Food & Beverage (DFB) who views Grey Oaks Country Club as an exceptional opportunity to excel at the highest level. The DFB position has responsibility for all day-to-day Club front of house dining operations, including the Pool Café, the Point Grille, and the Estuary dining rooms, Club events as well as halfway houses for the golf courses.

Key to the new DFB's success is an intuitive sense of being "present" and sincerely engaging with every generation of members and their guests while having a knack for building relationships with both the team and the membership at Grey Oaks Country Club. The ability to build trust across all areas of clubhouse operations is essential.

The DFB is responsible for the creation, implementation, and consistent execution of all service standards and processes while providing vibrant, innovative, relevant, and respectful leadership to key managers and staff. A primary objective is for the DFB to be highly visible and interactive.

Being a natural mentor to the team is critically important, as is being a strong advocate for the team's success. The DFB must be a proactive and assertive leader in the process of strategic planning, talent acquisition and retention, and membership activities/services programming, ensuring that each of these areas of focus considers current and future membership input and demographics. Additionally, he/she must expect to work to exceed members' expectations and recognize trends, evolving demographics, and what will help drive the Club in the future. The new DFB should have a history of success and of recognizing, respecting, and supporting the contributions of key managers and staff, many of whom have been a part of Grey Oaks Country Club for many years.

KEY CHARACTERISTICS

Key resources for the new DFB will be both the General Manager and the Director of Operations, who will help keep the DFB focused on key goals and objectives that benefit the long-term well-being of Grey Oaks Country Club.

Outstanding communication skills, both written and verbal, are necessary. Additionally, a keen ability to listen, engage, build trust, and be highly approachable is also of critical importance.

Other key attributes, characteristics, and styles of the successful new leader include the following:

- Detail-oriented to "see" things needing attention, and operations, systems, and facilities expertise.
- An exceptional communicator with the ability to listen effectively.
- Has an energetic and outgoing personality and can demonstrate excellent problem-solving skills.
- Must be organized and able to create standard operating procedures for his/her team to follow.
- Visionary and mission-oriented on behalf of Grey Oaks Country Club; anticipate how the Club will evolve and be at the forefront of F&B trends in clubs.
- Knowledgeable and innovative as it relates to technology; having the ability to leverage tech to improve 'high touch' with members as well as efficiency of the operation and enhanced data capture is critical.
- Outgoing, conversant, respectful, and diplomatic, but able to say "no" when appropriate without alienating members or staff while doing so.
- Attract, retain, and develop team members at every level.
- Understands the importance of onboarding, especially with a seasonal staff of over 50 H-2B visa employees.
- Innately understanding, empathetic, reliable, and relatable to members and team members.

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INITIAL PRIORITIES OF THE NEW DIRECTOR OF FOOD & BEVERAGE

- Observe, listen, ask questions, and learn about the culture and heritage of Grey Oaks Country Club. The Club is open to changes and improvements, with the understanding that you first learn the culture, overall history, expectations, etc.
- Meet and sincerely interact with and engage as many members as possible. Build trust, schedule interactive times, and follow up on details. Being “front-facing” and involved in all dining operations, especially in member high usage areas/times is important.
- Work closely with the F&B team to ensure that an appropriate foundation of success is in place in this department. Consistent delivery of service standards is an extremely important focus, along with a partnership with the culinary operation are of utmost importance to the membership and meeting a majority of members’ expectations in this area is a critical success factor.
- Spend time with the front-of-house team (staff in all areas of operations) getting to know them, their abilities, and aspirations, and further their already strong mutual respect and collaborative approach to supporting one another and the Club’s overall mission.
- Collaborate with an accomplished Director of Culinary, and his team, to deliver a world-class dining experience at the Club.
- Examine and elevate the overall performance management systems in place at the Club, recognizing a continued desire to ensure that goals, objectives, accountabilities, and responsibilities should be evaluated with a focus on relevancy.
- Partner with the House Advisory Committee during their four meetings each year to better understand the desires of the membership.
- The Club has a history of exceptional member experiences; consider how to ensure they continue at a high level and where they may be even further enhanced.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.

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 association membership.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume 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 on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to the **Director of People Operations/Alexandra Schröendorfer**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Grey Oaks Country Club and the Naples, FL area will benefit 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, October 11, 2024. Candidate selections will occur in late October, with the first Interviews and second interviews a short time later. The new candidate should assume their role in December 2024.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Grey Oaks”

(These documents should be in Word or PDF format)

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

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

If you have any questions, please email Alice Stevens at alice@kkandw.com

Search Executive:

Michael G. Smith, CCM, CCE, ECM

Search Executive

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