

HEAD OF OPERATIONS PROFILE: FRILFORD HEATH GOLF CLUB OXFORDSHIRE, UK

HEAD OF OPERATIONS OPPORTUNITY AT FRILFORD HEATH GOLF CLUB

The Head of Operations at Frilford Heath Golf Club will play a pivotal role in ensuring the smooth and efficient running of the club, reporting directly to the Managing Director. This individual manages the day-to-day operations and oversees key team members, including the Clubhouse Manager, Head Chef, Membership & Event Manager, and Head Professional. In addition to operational oversight, the Head of Operations contributes to the club's strategic planning, budget management, and commercial growth initiatives. The role demands a proven operator with a people-centric approach capable of driving continuous improvement and fostering a culture of innovation and excellence within the team.

ABOUT FRILFORD HEATH GOLF CLUB

Frilford Heath Golf Club, established in 1908 in Oxfordshire, is a highly regarded club known for its rich history and excellent facilities. It features three championship courses, Red, Green, and Blue, each offering unique challenges that appeal to golfers of all levels. The Red and Blue Courses have hosted numerous prestigious tournaments, while the Green course is popular amongst the members. The clubhouse, which has recently been refurbished, blends traditional charm with modern amenities, serving as a welcoming hub for members and visitors alike. The club is highly regarded within the golfing community, having hosted significant events such as the Brabazon Trophy, Regional Open Qualifying, and the European Tour Q School, showcasing the quality of the courses and club.

FRILFORD HEATH GOLF CLUB BY THE NUMBERS

- Approximately 1,530 members in all categories
- £2,200 Joining fee for full member
- £3,300 Annual subscriptions for full member
- Approximately £4.90M total revenue
- Approximately £2.65M total membership revenue
- Approximately £900K total food and beverage revenue
- The club operates a roll-up tee time system
- Approximately £650k in retail, lesson, and hire equipment revenue
- Approximately a team of 80, including casual contracts
- Direct reports: Head Professional, Clubhouse Manager, Head Chef and Membership & Events Manager

FRILFORD HEATH GOLF CLUB WEBSITE: www.frilfordheath.co.uk

HEAD OF OPERATIONS POSITION OVERVIEW

The Head of Operations' principal goal is to deliver smooth golf and club operations to ensure the club delivers excellence at every available opportunity. To do this, they will work with the HOD team and help coordinate and manage all operational aspects of FHGC, including the facilities to the highest possible standards. They will do this by living the club's values and driving its purpose forward.

The Head of Operations will deputise for the Managing Director when he is not at the club and be a leading face of Frilford Heath. They will be the significant figure for the team, members, visitors, governing bodies and any other significant stakeholders of the club.

The Head of Operations must be a prudent manager and an inspiring leader. They must also have an in-depth knowledge of golf, hospitality, and club operations.

KEY RESPONSIBILITIES

Club purpose & values

- Lead member and customer engagement, creating strategies to promote the purpose at every possible opportunity.
- Contribute to member retention by being a highly visible figure around the club and maintaining excellent recruitment, induction, and retention strategies.
- Assist the MD in making certain that the strategic direction of the Board filters down through the organisation to ensure its achievement.
- Drive employee engagement through HR practices to contribute to developing a high-performing team and culture of success.
- Contribute and hold relevant meetings to deliver operational success.
- Build trusting relations with the staff team, members, visitors, key partners and other stakeholders.
- Be one of the main contacts for the Club Committee and subcommittees, attend meetings and play social games when required.
- Analyse problematic situations and occurrences and recommend and provide solutions to ensure company survival and growth.
- Maintain a deep knowledge of the company, the golf market, and all associated industries.

Operations

- Drive sales and the achievement of objectives through quality HR practices to ensure we deliver success annually.
- Lead club operations and work closely with all other senior managers to ensure the smooth running of the club on a day-to-day basis.
- Compile and develop Standard Operating Procedures to ensure we are always driving excellence.
- Recommend and then make high-quality decisions to advance golf and overall business and increase profits.
- Ensure and review accurate and timely financial and non-financial reports and budgets to devise solutions or improvements.

Facilities & Compliance

- Create internal audits, monitor and identify improvement opportunities, and implement with the HOD team.
- Enforce adherence to legal guidelines and in-house policies to maintain the company, legality and business ethics.
- Take full ownership of the club's Health & Safety, ensuring the club is compliant with UK legislation.
- Analyse problematic situations and occurrences and recommend and provide solutions to ensure company survival and growth.

As such, the Head of Operations is accountable for:

- Contributing to growing club sales, managing costs, and driving the business and profits whilst delivering operational excellence at all times
- Leading, guiding, directing, and supporting the team to deliver our purpose, objectives, and financial goals.
- Ensuring a high-quality experience for members and visitors, providing high levels of engagement at all times.
- Communicate regularly with the MD and HOD teams to review key developments, issues, opportunities, and concerns.
- Ensuring the MD and HOD team is alerted to forthcoming complex, contentious or sensitive issues.
- Ensuring the team prioritises providing reports to the MD and/or Board that contain relevant, accurate, timely and clear information necessary to fulfil its duties.

CANDIDATE EXPERIENCE

- Management experience within a golf club or hospitality business.
- Ability to plan and organise both in the short and long term, balancing all priorities.
- Ability to monitor and evaluate.
- A well-rounded commercial and operational background.
- Ability to adapt management style to the individual and the situation.

- Excellent interpersonal skills both written and verbal.
- Ability to develop the skills and abilities of staff at all levels.
- Good report writing, oral, and administration skills.
- Organised and effective planner with the ability to balance priorities.
- Effective IT skills.
- A passion for golf

EDUCATIONAL QUALIFICATIONS

- Industry certifications such as CCM or PGA are encouraged but not required.

SALARY AND BENEFITS

Salary is commensurate with qualifications and experience. The facility offers an excellent package.

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 **Managing Director of Frilford Heath Golf Club, Russell Stebbings** 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 Frilford Heath Golf Club and the Oxfordshire/Abingdon 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 Thursday, 10th October 2024. Candidate selections will occur in late October 2024, with the first Interviews expected in October 2024 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 – Frilford Heath”

(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 Michael Herd Michael.herd@kkandw.com and Patty Sprankle: patty@kkandw.com

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