

GOLF COURSE DIRECTOR

Position Code: 3300

WC Code: 9410

FLSA Status: Exempt

Pay Grade: 360 (\$61,510 - \$96,198)

Location: Golf Course

Approval Date: 2010

General Statement of Duties

Performs managerial and administrative responsibilities in planning, developing, organizing and directing the municipal golf course enterprise.

Distinguishing Features of the Class

An employee in this class performs a variety of administrative, management and professional duties in the management of all aspects of an eighteen-hole golf course with a high volume of playing rounds and dynamic programming. The employee plans short and long range for revenue building, capital expenditures and expansion, individual and tournament play, golf instruction, course maintenance and improvements, and operations of a golf shop and a snack bar. Work includes establishing standards according to Professional Golf Association rules and regulations and developing and/or modifying policies and procedures. The Director manages short-term plans and day-to-day activities through program supervisors including the selection, training, appraisal, and supervision of permanent staff and seasonal workers. Work requires PGA Head Professional certification and membership, and independent entrepreneurial business leadership. Extensive public contact in dealing with the public, private groups, businesses, special interest group within Town government, golf associations and other course directors, and the surrounding communities in the promotion, development, and maintenance of the course, program, and services require tact and diplomacy. Work may subject the employee to inside and outside environmental conditions, noise, vibration, and hazards associated with golf course work, fumes, odors, dust, mists, and oils. Work is performed under the general supervision of the Town Manager and reviewed through periodic conferences, reports, and results.

Duties and Responsibilities

Performs public relation activities; develops promotional and marketing strategies; establishes quality customer service standards and ensures implementation.

Prepares, justifies, monitors and presents a dynamic enterprise fund annual budget including revenue and expenditures covering equipment and long range capital improvements to the course and facilities; handles all finances including collecting fees, paying invoices and making daily deposits; approves expenditures; implements cash management procedures; and maintains department inventory systems to ensure a profit.

Plans, organizes and directs all divisions of course management including course maintenance of eighteen holes, putting greens, and driving range, playing rounds, tournaments and instructions, golf cart maintenance, range and beverage cart operations.

Ensures and approves merchandising plan and purchasing process for the golf shop to offer a variety of golf equipment, clothing and supplies targeted to meet the needs and interests of the customers, and for the snack shop.

Establishes instructional programs for men, women, seniors and juniors; provides instruction.

Develops Town policy, course rules and regulations, fee proposals, turf grass management procedures, course operation manual, tournament organization, and employee training to meet the standards of PGA.

Supervises work of subordinates; hires, provides training for staff, evaluates performance and takes disciplinary action as required.

Maintains educational re-certification requirements.

Develops and maintains a variety of reports.

Establishes and maintains effective working relationships with the public, businesses, special interest groups, etc. to build interest and motivation to play golf and take instruction at the course; handles and resolves problem situations with the public.

Assures safety regulations are implemented; manages risk strategies through division supervisors; inspects facilities.

Performing any task, required to fill and ensure smooth operations and timely customer services, such as rotating and washing carts and lining-up for tournaments; meeting with tournament groups and officially starting tournaments; and/or operating equipment in cutting the course.

Performs other duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills and Abilities

Extensive knowledge of the principles, theories and practices of golf course management and operation.

Extensive knowledge of the game of golf, of the principles and techniques for playing golf, Professional Golf Association (PGA) rules and regulations, and the principles and methods of golf instruction.

Considerable knowledge of the principles of course design, course management and maintenance, including course landscaping and turf management.

Considerable knowledge of safety regulations associated with golf course maintenance and play.

Skills in playing golf and ability to instruct.

Ability to organize and direct the management of various divisions of course operations and supervise the varied functions and staff.

Ability to develop and maintain effective working relationships with employees, the public, community and business leaders, contractors, superiors, officials, and PGA officials and other course professional and managers.

Ability to express oneself clearly and precisely in oral and written forms.

Physical Requirements

Must be able to physically perform the basic life operational functions of stooping, kneeling, bending, crouching, crawling, reaching, standing, walking, pulling, pushing, lifting, fingering, grasping, talking, hearing, and repetitive motions.

Must be able to perform light work exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or a negligible amount of force frequently or constantly to lift, carry, push, or pull or otherwise move objects, including the human body.

Must possess the visual acuity to play golf at a professional level, to prepare and analyze budget and activity data and figures, to operate a computer, and to be able to inspect work of others.

Minimum Education and Experience

Graduation from a college or university and five to seven years experience in golf course management and as a head PGA golf professional; or an equivalent combination of education and experience which provides the required knowledge and skills.

Special Requirements

Certification as a PGA Professional and possession of a PGA card.