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DIRECTOR OF LIFESTYLE & WELLNESS PROFILE: BOCA WEST COUNTRY CLUB BOCA RATON, FL

DIRECTOR OF LIFESTYLE & WELLNESS OPPORTUNITY AT BOCA WEST COUNTRY CLUB

Boca West Country Club is seeking a Director of Lifestyle & Wellness who has strong leadership capabilities. The successful candidate will have a thorough knowledge of Spa, Fitness, and Wellness operations and have a proven record of elevating programs and departments in premier, large member-equity, or commercial clubs. The position requires a well-organized professional who is creative, innovative, service-oriented, and has unparalleled staff mentoring skills. This position will oversee the newly created Lifestyle Campus.

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

BOCA WEST COUNTRY CLUB

Located in the heart of Boca Raton, Florida, in Palm Beach County, Boca West Country Club is a private, resident-only, luxury country club community. With four championship golf courses, an award-winning USTA tennis facility, a luxurious spa, six renowned restaurants, and an active social community – all surrounded by 1,400 acres of lush, tropical landscaping - Boca West offers an incomparable lifestyle and impeccable service. Coming soon is the completion of a \$60 million Lifestyle Campus that includes a seismic 90,000 square foot Aquatics Center with five pools and a new restaurant bar, as well as a full-scale renovation of the two-story Sports Center Complex that will include spin, aerobics, Pilates, and core training. A serene spa relaxation courtyard will be added with an outdoor wet area as well as an outdoor rooftop bar and terrace overlooking the magnificent Palmer Golf Course. (190,000 sq ft total)

Boca West is honored to be a Platinum Clubs of the World since 2017 currently ranked 4th out of 100 by Club Leaders Forum, has received a 5-Star Private Club ranking by Platinum Clubs of America since 1997; has been recognized since 2013 as an Elite Distinguished World Clubby BoardRoom magazine; is a 2013 USTA Outstanding Facility Award winner; and was honored with the 2019 and 2020 AGM Platinum Award by the Association of Golf Merchandisers. Boca West has also been named a 2021 & 2022 Top Workplace USA by Energage and a 2020, 2021 & 2022 South Florida Sun-Sentinel Top Workplace.

BOCA WEST COUNTRY CLUB BY THE NUMBERS

- At present, there are approximately: 3,600 family members, 1385 Golf Memberships, Tennis members, totaling nearly 7,000 members in all.
- Club's gross revenue \$80M
- Annual Dues volume 59.5M
- An initiation fee of \$90,000 for Social Members
- Annual dues for Social Member - \$18,000
- Total square feet of the entire Fitness & Wellness facility – 70,000 sq ft
- Total square feet of spa and salon area – 42,000 sq ft
- Total 90,000+ sq ft aquatics
- Total square feet of the retail and or F&B portion of the facility – will be 2,000 sq ft
- Number of visits to the department per year– 420,000

- Number of Classes Offered per week – 90 in season.
- Number of Spa Services Offered per week – 650 in season.
- POS and Spa System: Cobalt
- Club Accounting System: Cobalt and UKG
- Status; 501©7
- Gross Volume in Fitness (2022) \$510K
- Gross Volume in Spa (2022) \$1,400K
- Gross Volume in Salon (2022) \$930,000
- Total Gross department revenue (2022) \$2.84M
- Annual Dues Volume: \$52,387,700.00
- Fitness, Spa and Aquatics is the established committee.
- Average age: 72
- FTE: Fitness-20, Spa-24, Aquatics-12, Personal Trainers-10, Salon – 12 Physical Therapy – 6
- PTE/Seasonal: Fitness-8, Spa-36, Aquatics-4, Physical Therapy-6, Salon-20

BOCA WEST COUNTRY CLUB WEBSITE: www.bocawestcc.org

DIRECTOR OF LIFESTYLE & WELLNESS – POSITION OVERVIEW

The Director of Lifestyle & Wellness reports directly to the General Manager/Chief Operating Officer and has responsibility for all day-to-day operations of the fitness, spa, wellness, and aquatics. The Director of Lifestyle & Wellness will lead and manage their department to ensure a superb member experience.

Continuing education and staying at the forefront of research and technology are necessary for success for his/herself and that of the staff. In addition, the Director of Lifestyle & Wellness will provide innovative and relevant leadership in perpetuating and fostering an educational culture of developing and producing future leaders in the department. The Director of Lifestyle & Wellness must have a natural style of “sincere engagement” with members and staff with a genuine love of Social Wellness.

KEY INITIATIVES AND RESPONSIBILITIES

- Listen, observe, and meet key staff and members. Learn and understand the overall Boca West Club culture. BWCC is an employer whose brand has been built on superior customer service and the successful candidate will integrate with the team and embrace the established work culture.
- Understand the needs of the membership and program with insight to ensure full amenity engagement.
- Create a pathway to the future with club senior department heads.
- Continue to develop and integrate the BWCC wellness platform.
- Review and understand overall department goals for 2023 and the individual goals of direct reports.
- Provide exceptional customer service to members and guests.
- Begin the “diagnostic journey”. Understand the overall strategic objectives of Boca West Country Club and how the Wellness operations support the overall club vision, mission, and goals.
- Ensures that all staff, including him/herself are visible and engaged with members and guests in a warm and friendly manner.
- Seek new and exciting programming and opportunities to grow fitness, wellness, spa, and aquatics in the new Lifestyle campus.
- Oversees facilities and equipment to ensure safety, cleanliness, and good working order.
- Initiates and promotes member presentations about fitness and wellness.
- Oversees departmental programs and services to meet budget objectives and exceed member satisfaction.
- Responsible for recruitment, hiring, training, scheduling, evaluations, and supervision of all personnel.
- Establish and track goals for all staff. Ensure your tenured staff has a clear pathway for growth.

- A person who always says “yes” to a member and then has the ability when appropriate to explain why the answer may need to be different.
- Coordinates member communications including department sections of Club website and newsletter.
- Oversees department POS operations to ensure accurate member billing and accurate sales/activity reports.
- Assists Club management in implementing club policies, goals, standards, and procedures.
- Advise on the maintenance, placement, and purchasing of all fitness and spa-related equipment.
- Responsible for implementation of department Club rules and policies and reporting of rule violations.
- New member orientations and tours of the wellness facilities.
- Prepare and monitor operating and capital budgets; take corrective action as necessary to help ensure budget objectives are attained.
- Provides training and professional development opportunities for all staff and ensures that staff maintains all industry certifications.
- Attends and contributes to weekly management staff meetings; conducts regular meetings with department staff.
- Serves as the staff liaison to the Fitness, Spa and Aquatics Committee.
- Attends committee meetings.
- Responsible for wellness staff expenses and accurate and timely payroll processing.
- Maintains inventory of supplies, equipment, and retail merchandise.

The following report to the Director of Lifestyle & Wellness:

- Assistant Director
- Fitness Center Administrative Coordinator
- Sports Performance Coordinator
- Spa Manager
- Spa Treatment supervisor
- Group Exercise Coordinator
- Salon and Physical Therapy is contracted out.

CANDIDATE QUALIFICATIONS

- Five years of Fitness and Wellness Center management experience and relevant Fitness, spa, and aquatics accreditation (CPT).
- May have a bachelor’s degree in exercise and sport science, physiology, kinesiology, human performance management, recreation, health, or related fields with a strong emphasis on health and fitness. If candidates do not have a degree related to the Wellness discipline, verifiable experience, and growth in wellness management (spa/fitness) will be strongly considered.
- Holds a current certification from a recognized fitness organization (e.g., ACSM, NASM, NCSA)
- Excellent written and oral communications skills, strong interpersonal skills, technologically savvy, and computer literate.
- Ability to work with a high level of confidentiality and professionalism.
- A resume indicating progressively more responsible positions and demonstrating experience in delivering both group and individual instructional programs to players of various age groups and skill levels.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A minimum of 5 years of progressive growth and experience in (preferably) a private member-owned country club with multi-dimensional operations, or a part of a high-level racquets operation outside of the private club industry in a similar hospitality operation.
- Current AED, CPR, and First Aid certifications are required.

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 Ms. Tianna Ferraro-Postle, Assistant HR Director, and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career and why BWCC and the Boca Raton 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 Saturday, April 1st. Candidate selections will occur in mid-April. The successful candidate should assume his/her role in May with some flexibility.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Boca West”

(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: alice@kkandw.com

Lead Search Executive:

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