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DIRECTOR OF GOLF PROFILE: BOCA WOODS COUNTRY CLUB BOCA RATON, FL

DIRECTOR OF GOLF AT BOCA WOODS COUNTRY CLUB

Boca Woods Country Club, an established 36-hole vibrant residential country club community located in Boca Raton, Florida is seeking to place a highly capable PGA professional with strong leadership skills in a position of Director of Golf. The Director of Golf's leadership and team building skills will be a key to the successful candidate's future success. Visibility, member engagement, and authentic enjoyment of building member relationships are important responsibilities for the new Director of Golf. The ability to relate to fellow team members, club leadership and committees in a professional, respectful, and diplomatic manner. This person must demonstrate impeccable leadership skills while energetically promoting team member growth and engagement and deliver an exceptional golf experience for all members, their families, and guests. The ideal candidate will be someone who embraces the traditions of the game and understands the current trends in playing, coaching, and retaining members in the game today.

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

ABOUT BOCA WOODS COUNTRY CLUB

Boca Woods Country Club is an established residential country club community located in Boca Raton, Florida, within 15 minutes of white sandy beaches, world famous shopping, outstanding restaurants, and two cultural arts centers.

Boca Raton is the southernmost city in Palm Beach County, Florida, located just south of West Palm Beach, the island of Palm Beach and an international airport at PBI. It is home to the main campus of Florida Atlantic University, the headquarters of Yachtico, and Office Depot's global headquarters. Boca Raton has beaches along its eastern shore, notably Red Reef Park and South Inlet Park, where you can snorkel from the shore to a living reef. Nearby is Gumbo Limbo Nature Center, an Environmental Education Center. In addition to the sea tanks, butterfly garden, and boardwalk trail through the hammocks complete with an observation tower, Gumbo Limbo also houses a research facility run by FAU where students study sea turtles, sharks, sea grass and other marine-related subjects.

Boca Woods Country Club is a full-service, member-owned country club that was founded in 1981. Boca Woods is recognized for its two championship golf courses and all the amenities that private country club living has to offer, including 8 Har Tru tennis courts and a Fitness Center, much of which has been recently renovated.

A \$17M Club renovation project was approved by the membership and is nearing completion. The Cabana Grille, with an expanded patio overlooking the heated swimming pool, serves breakfast daily and offers a casual Old Florida themed lunch menu. The club's innovative culinary team brings passion and acclaimed experience to Boca Woods Country Club.

With only 530 Golf Members and two challenging 18-hole golf courses, approximately 265 Members per course, Boca Woods offers two of the lowest density courses in the Boca Raton area. The Woods Course, designed by legendary architect, Joe Lee, and the Lakes Course designed by famed golf course architect, Karl Litton, are quite different but equally challenging so that both high and low handicappers can enjoy play on either course. The renovated practice facility has an expansive driving range, practice green, sand bunkers, and re-designed chipping area.

Boca Woods has eight championship Har Tru clay tennis courts, with two courts available for night play. Members participate in year-round leagues and gather with friends under the Center Court Pavilion for socials, exhibitions, and round-robin mixers.

The Club's new fitness facility has state-of-the-art equipment, a weight room, and a cardio studio. The Certified Training Director and staff offer expert professional instruction, personal training, and massage therapy. Members also enjoy an outdoor heated swimming pool.

An elected Board of Directors and a newly appointed General Manager, along with a seasoned staff, maintain the Club's character in close harmony with the special standards of the Boca Raton community. In April of 2000, the membership elected to implement the requirement that every homeowner become an Equity Member. As a result, the Club has great fiscal strength and enjoys an enviable financial position among South Florida country clubs, as evidenced by a great boom of home renovations, an influx of many new and enthused members, and an overall very positive 'vibe,' which bodes well for the future.

Boca Woods Vision Statement

Boca Woods Country Club is dedicated to providing a residential country club lifestyle featuring a community and club culture characterized by friendliness, civility, and respect for its members and staff in an overall setting of refinement and casual elegance.

BOCA WOODS COUNTRY CLUB BY THE NUMBERS

- There are approximately 640 members in all categories including Golf Equity (539), Social Equity (85), Golf Non-Equity (22) and a few other minor categories
- There is a \$75,000 initiation fee with a \$20,000 Equity Bond and \$55,000 initiation fee
- 36 holes of golf supports approximately 52,000 rounds of golf annually
- Overall gross volume is approximately \$14.0M
- Annual dues volume is approximately \$10.5M
- Golf Operations Department Employees - 9 FT; 10 PT; does not include DOG position, 1 Asst Golf Pro Position, and additional Pro Shop Attendant
- The club uses the NORTHSTAR POS and accounting system and the Fore Tees Reservation system
- The average age of members is 67 years

BOCA WOODS COUNTRY CLUB WEBSITE: www.bocawoodsc.com

DIRECTOR OF GOLF POSITION OVERVIEW

The Director of Golf (DOG) at Boca Woods is the face of golf of the Club. He or she must embody the highest levels of integrity, professionalism, and diplomacy, and be a highly active, engaged, and visible presence with both members and staff. The Director of Golf will oversee the performance of all golf operations and services, including the golf shop, golf range, golf service areas and golf operation. The position will promote an exceptional "golf experience" and provide excellent services and programs for all patrons. The Director of Golf will operate at both a tactical and strategic level, managing and continuously developing all aspects of the golf program He or she will be a "go-to" individual who takes ownership of the operation and be a highly visible and engaged member of the management team.

The DOG must be an exceptional leader and manager who recognizes and respects the contributions of all team members. The DOG must be capable of both guiding and holding members and staff accountable to achieving and maintaining high standards. He or she will directly manage all areas of the golf operation and work closely and be highly collaborative with the Golf Course Superintendent and other department heads, while reporting to the General Manager. The position will promote an exceptional golf experience and provide creative services and programs for all members and guests. The DOG is expected to be a strategic leader of the golf experience at Boca Woods and therefore a person of intellect, vision, planning, and business acumen.

The DOG's direct reports at present include: 6 assistants, 6 golf shop employees and 25 bag and cart staff personnel.

Critical success factors for the DOG include:

- Naturally defaulting to be highly visible and able to secure high levels of membership satisfaction

- Ability to create a strong identity for BWCC professional staff and develop an effective plan to attract and retain talent
- Ability to train and develop staff members in an effort to promote them to jobs of greater responsibility at other clubs
- Ability to develop and maintain, and consistently enforce, high standards of conduct, performance, and standard operating procedures
- Ability to effectively communicate with all staff, not just in golf operations, recognizing the “one club, one team” philosophy
- Being consistently innovative with programming, and ensuring the same level of engagement from the team in his or her absence
- Ensuring that all members within the Club look at him or her as “our” DOG, and not as being partial or showing favoritism to any individual or group

There are areas within the BWCC golf operations that are performing at an exceptional level and may need to simply continue or need only slight “polishing.” Understanding when and where to prioritize is very important.

While they are looking for the consummate golf professional in all aspects of competencies and experiences, the successful DOG needs to be a great generalist, meaning a good player, a good instructor, a good merchandiser, a good innovator, a good tournament host and marketer, and above all, a great communicator! They are looking for a special person who embraces the golf experience at Boca Woods, and who, by personal persuasion and commitment, creates support for his or her efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Enthusiastically promote the game of golf and golfing activities with a high-level of service.
- Create a feeling of overall hospitality, warmth, and energy through interactions with members, guests, and staff that compliments the service-centric culture of the Club.
- Is a “Steward of the Brand,” ensuring the intention of the Mission, Vision, and Guiding Principles for the Club is understood through actions, practices, processes and through discussions.
- Represent the Club through attending regular committee/staff meetings.
- Oversee and manage all golf department staff.
- Take a “coaching and teaching” approach to team member development and directs corrective action procedures as necessary.
- Develop, teach, and oversee the game of golf by providing private lessons, conducting clinics, and player development programs.
- Promote, organize, and supervise all golf tournaments
- Interpret and enforce the rules and regulations governing golf in a consistent manner.
- Create and enforce in a consistent manner the Club’s rules and regulations governing the use of the golf course, golf carts, and other golf facilities.
- Supervise the handicap system.
- Be open and interested in members’ suggestions, resolving issues as they arise, including providing more difficult issues and potential solutions to the General Manager.
- Co-operate and partner with the Golf Committee Chairperson, the Green Committee Chairperson, the Golf Course Superintendent, and the Clubhouse Manager.
- Oversee the charges for green fees, trail fees, cart fees, bag storage, and cart storage.
- Prepare annual and monthly budget and operating plan for golf operations and take corrective actions as necessary to assure that budget goals are attained.
- Operate and maintain a reputable golf shop that features a range of quality merchandise and services reflective of members’ needs.
- Develop Golf Shop policies, goals, and forecasts of the Club’s golf programs and services.
- Responsible for recruitment, training, coaching, and supervision of a high performing staff of employees in their job responsibilities.

- Represent Boca Woods Country Club in professional golf activities in a reputable, professional manner, i.e., the local section of the P.G.A., Pro-Am's, State, National events, and in the community.
- Play golf with the members of all skill levels as time permits.
- Uphold the PGA Code of Ethics.
- This position has direct supervisory responsibility for all golf staff.

CANDIDATE QUALIFICATIONS

- A strong accomplished PGA or LPGA member professional in good standing, with a proven track record of providing premier services in a dynamic exclusive membership environment
- A minimum of 5-7 years of verifiable, progressive leadership and golf management experience. NOTE: Those current Assistant Professionals at well-recognized clubs, with verifiable records of achievement, will be strongly considered for this role.
- A proven track record in player and program development working with all levels of playing abilities and diverse skill levels to grow the game
- A strong team leader focused on two-way communication with all team members
- A highly visible and interactive individual committed to engaging members at every opportunity to develop high levels of member satisfaction
- A team builder who has a history of attracting, developing, motivating, and retaining a high-performance team of professionals to propel the operation forward
- Significant tenure and experience in similar club environments where traditions and respect, both personally and with the Club, are intrinsically rooted
- Fundamental knowledge of the game of golf, rules of golf, golf facility operations and tournament operations.
- Knowledge of Tournament operations and USGA rules
- Knowledge of NorthStar software is a plus
- Strong organizational, planning, and prioritization skills
- Maintain and promote a positive culture with the team and community
- Be decisive, proactive, and responsive and have exceptional personal “presence” representation of the Club to all constituencies.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A college degree is preferable, in lieu of a degree, substantial experience will be considered. A minimum of a “Class A” level registration within the PGA. Further, a verifiable commitment to continuing education within the PGA.

CLUB COVID REQUIREMENTS

This club does not require staff to be fully vaccinated as a provision of employment and does follow all federal and state mandates.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical PGA benefits, offers an excellent bonus and benefit package.

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 David Sweet, General Manager, Boca Woods Country Club and clearly articulate why you want to be considered for this position at this stage of your career and why Boca Woods CC 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 May 13, 2022. Candidate selections will occur in late-May with first interviews expected early June and second interviews a short time later, with a desired start as soon as convenient afterwards.

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

“Last Name, First Name Resume”

“Last Name, First Name Cover Letter - Boca Woods”

(These documents should be in Word or PDF format)

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

If you have any questions, please email Patty Sprankle at patty@kkandw.com or Cherie Kennen at cherie@kkandw.com

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