

**ASSISTANT GENERAL MANAGER PROFILE:
COUNTRY CLUB OF LANDFALL
WILMINGTON, NC**

THE ASSISTANT GENERAL MANAGER OPPORTUNITY AT COUNTRY CLUB OF LANDFALL

A highly desirable opportunity exists for an exceptional candidate with an outstanding track record of accomplishment, leadership and high-quality operations management experience in private clubs, hotels, or resorts. We are conducting a search for the Assistant General Manager at one of the premier residential club communities in North Carolina, the Country Club of Landfall, located in beautiful Wilmington, North Carolina. The successful candidate will be an integral part of a high-performing team—one acknowledged for its innovations, collaboration, quality work environment, and emphasis on continually raising the bar for its members and staff.

The primary focus of the role is delivering an energized, fun, innovative, and unparalleled member experience, which is of foremost importance to the social fabric of the Club. Key to success in this role is being a strong and capable advocate for the operation of the leadership team, allowing the GM/COO to direct more of her time toward strategic and longer-term issues. Aligning with the exceptionally positive culture of the Club, its leadership team and membership is a distinct priority in this role.

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

COUNTRY CLUB OF LANDFALL AND COMMUNITY

For over 30 years, the Country Club of Landfall has been an anchor in the premier Landfall community, known as one of the best gated communities in the southeast. Landfall encompasses over 2,200 acres of serene, coastal living along the Intracoastal Waterway just across from Wrightsville Beach. The Club is a private, member-owned club, boasting two clubhouses, 45 holes of championship golf by Jack Nicklaus and Pete Dye and a state-of-the-art tennis and wellness center.

The membership approved a multimillion-dollar facilities improvement program which began late 2016. The first phase consisted of a complete renovation of the wellness center with over 21,000 square feet; a dedicated Kids Club; two spa/massage rooms; multi-purpose aerobic rooms; and an expanded resort-style pool with an adjacent kiddie pool. The second phase, the Landfall Clubhouse renovation, was completed in 2019. This award-winning renovation included enhanced outdoor terrace dining; inviting bars inside and outside; and detailed, expansive window placement in each room to bring in the breathtaking views of the courses and water features.

The Club is in the final phase of this program—renovating the Dye Clubhouse, which is the original clubhouse that opened in 1988—and completion is on track for Fall 2021. Enhancements will include a new grille on the main level; flexible space for events and groups on the second floor; and tying in clean, new lines while maintaining the rich history of the building.

Dining at the Country Club of Landfall is exceptional and is offered in multiple dining venues, including 800 Prime (upscale dining); Jack's Bar & Grille; the Bistro; the Sports Center Café; a food truck; and multiple snack bars. Members also enjoy an award-winning Wine Club with regular wine dinner and tastings.

The Kids Club, located at the wellness center complex is one of the best around, offering a renowned program for infants to teenagers including summer camps; fitness, golf, tennis and swimming lessons; and an innovative array of dance, crafts, and other activities.

It is an exciting time to be a part of the Country Club of Landfall team. Enhanced facilities and an embracing culture have resulted in record high membership levels, with over 1,500 primary members; a complement of full memberships with a waitlist of 160 and growing; a complement of sports memberships with a waitlist of 80 and growing; and steady levels of house members.

Country Club of Landfall Mission Statement:

Provide the finest quality of life in the Carolinas by combining our beautiful coastal location, preeminent facilities, and exceptional customer service for our Members.

COUNTRY CLUB OF LANDFALL BY THE NUMBERS:

- Presently, there are 800 Full Members, 500 Sports Members and 201 House Members with the above noted waiting lists.
- For Full Members, the initiation fee is \$25,000 and dues are \$8,688 annually.
- 45 holes of championship golf designed by Pete Dye and Jack Nicklaus, supporting 69,000 annual rounds of golf (up significantly in 2020 and 2021). A new short-game practice area is preparing to open in the coming weeks and supplements a large range at the Nicklaus Clubhouse and a warmup range at the Dye.
- 13 year-round, lighted courts (11 Har-Tru courts, two hard courts) including four lighted hard pickleball courts.
- The Club enjoys one of the most accomplished junior tennis programs in the area, producing many state champions and Division 1 college tennis players.
- A totally reimagined Drysdale Sports Center with a Junior Olympic-size pool, fitness, spinning, yoga, Pilates, spa and massage services, and a fully stocked pro shop.
- The Club employs approximately 180 year-round staff, supplemented by up to 150 additional team members at the height of season.
- Gross revenues of about \$17.0M are made up of approximately \$9.4M in dues and \$4.6M in food and beverage revenue, along with various golf, tennis, children's programs, and other fees.
- The Club uses the Northstar system for POS and accounting functions.
- The Club is organized as a not-for-profit 501(C)(7) corporation.
- Average age of a Full Member is 65; the average age of a Sports Member is 59; the average age of a House Member is 72; the average age of the newest of members is 55; and the overall median age is 59.
- The Club has an annual food and beverage minimum of \$1,200, and a monthly capital charge of \$110 for Full members, \$90 for Sports members, and \$70 for House members.

THE COUNTRY CLUB OF LANDFALL WEBSITE: www.countrycluboflandfall.com

ASSISTANT GENERAL MANAGER (AGM) POSITION OVERVIEW

This role was vacated during the pandemic and has been slightly reimagined as outlined below. He/she will be responsible for all matters related to the professional and operational advancement of the Club; advocating for the success of all departments; and fulfilling ultimate responsibilities in the absence of the GM/COO, essentially serving as the COO counterpart to her CEO-equivalent role.

The initial concentration areas for the new AGM will be food and beverage services, buildings, facilities, and information technology (I.T.) at the Club, with a focus on proactive communications, maintenance schedules, and information infrastructure needs. This position will coordinate the efforts of the service staff and front of the house managers and work closely with the back of the house management to make the member experience exceptional.

This role is responsible for budget, inventory control, management, and operation of these areas with a focus on quality and financial responsibility. Upon success of initial responsibilities, the AGM will add working with committees; all department managers, mid-level managers and the team of hourly and salaried employee partners; and interfacing with the Board as guided by the GM/COO. Exposure to golf operations, golf course and grounds maintenance, technology support and development, community relations, internal and external communications, the membership department, the private event department, human resources and COA community relations will be part of the next phase of growth and knowledge development. Other responsibilities will be added as competency or knowledge growth occurs.

KEY RESPONSIBILITIES AND LEADERSHIP STYLE ATTRIBUTES

The Assistant General Manager will:

- Have a strong, highly visible, and respectful presence with the membership, and possess adroit interpersonal skills while demonstrating the maturity to instinctively understand the members and guests with a constant orientation toward service excellence. He/she must be an exceptional communicator, with the ability to clearly define expectations to a staff with diverse backgrounds, while positively motivating them at all times.
- Have a strong sense of urgency and responsiveness, combined with visible energy and a “let’s try it” mindset. The members and team at CCL are used to innovative, exciting events and thinking out of the box. Clearly, success for the new AGM will be founded in a natural style that supports this continuous evolution toward excellence.
- Ensure that all service and quality issues are followed up promptly, corrective action taken immediately, and systems and processes established to avoid any recurrence.
- Further the great culture and relationships enjoyed by members and staff by possessing a naturally humble personality, having an appropriate sense of humor and a strong mentoring and collaborative nature.
- Be an active and dynamic recruiter of team members and enthusiastic about building an exceptional team, and one who consistently strives to lead them to significant, positive membership interactions and outcomes.
- Be a collaborative team player willing to be hands-on when necessary but understand when to step back and be the leader others look to.
- Involve associates in the decision-making process of how work gets done and create a desirable and rewarding work environment.
- Have a passion and aptitude for teaching and training and develop and enhance training programs for all operational areas under his/her primary responsibility, and enhancing others as identified.
- Be a focused and objective evaluator of personnel, ensuring that standards of conduct and member service are met or, preferably, exceeded; this includes oversight of CCL’s high standards of appearance, hospitality, service, and cleanliness of all facilities.
- Establish and consistently enhance operating standards for all personnel and objectively evaluate knowledge, understanding, and execution of these standards.
- Ensure that an effective orientation and onboarding program exists in all areas of responsibility, along with continuous professional development and training.
- Ensure effective and efficient staffing and scheduling for all facilities and functions while balancing financial objectives with member satisfaction goals.
- Ensure that associates clearly understand performance expectations and that assigned tasks are reasonable, well-conceived, and appropriately conveyed. Provide resources necessary to allow employees to perform their jobs effectively and create an exceptional ambience for members and guests.
- Take personal ownership of his or her area of responsibility, with special attention to the physical property and overall appearance of the operation and understand the need to be consistently “member ready” in both appearance and service.

ADDITIONAL KEY SKILLS OR APPROACH FOR SUCCESS

- Listen, observe, learn, assess, and act to continually improve service and performance throughout CCL.
- Get to know members and staff as quickly as possible, engaging them in a sincere and enthusiastic manner.
- Work closely with the GM/COO, Board of Directors, staff, and committees to gain a thorough understanding of the club’s history, culture, and traditions which will provide confidence and guide decision making.
- Maintain focus on the food and Beverage operation, and development of the member events and communications program to deliver ongoing consistent execution of service standards that delight the membership and their guests.
- The AGM needs to clearly understand the Club’s financial model and financial reports. The AGM needs to be able to interpret the financial model, its history for implementation and need for adherence by all departments and managers, and clearly understand how each department develops and achieves financial projections.
- Focus on key elements to the Club’s long-term success: member satisfaction, driven by enhancing an already exceptional staff culture of friendly, consistent, and effective service; member engagement, supported by robust and unique programming; member onboarding; and member retention efforts.

- Active participation in CMAA with a focus on maintaining professional relationships, continual education, and the willingness to benchmark the Club's operation with the best clubs in the country.
- The AGM, through "management by walking around" will lead a team of friendly, engaging, competent, and passionate staff who are committed to serve the Club's members.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A Bachelor's degree in Hospitality Management or related fields is helpful, plus a minimum of seven years of increasingly more responsible experience in a high-volume hotel, restaurant or club operation, or an equivalent combination of related education and experience.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The Club, along with the typical CMAA 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 in your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Mrs. Jessi Reutter, GM/COO, the Country Club of Landfall and clearly articulate your interest in this role; how you align with this position at this stage of your career; and why CCL and the greater Wilmington, NC 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 Monday, August 23, 2021. Candidate selections will occur early September with first interviews expected the third week of September and second interviews a short time later. The new candidate should assume his/her role in as soon as reasonable before year-end.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter - Landfall"

(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 Patty Sprankle: patty@kkandw.com

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