

DIRECTOR OF GOLF PROFILE: DALLAS NATIONAL GOLF CLUB DALLAS, TX

The Director of Golf Opportunity at Dallas National Golf Club

Dallas National Golf Club is seeking a unique individual to become their new Director of Golf. Dallas National is a high-end, Member-owned, golf-only facility which was recently rated Number 65 on *Golf Digest's* most recent Top 100 list. This is an amazing opportunity to be part of an award-winning and nationally-recognized club in the country's fastest growing major metropolitan market.

The new Director of Golf should be the ultimate professional in all aspects and will be responsible for continuing the extremely high culture and service standards of the Club. Anticipating and exceeding the expectations of both the Club's Members and guests is a steadfast requirement for success. The new Director of Golf must ensure that the overall goals of both the golf department and the Club are being met with a collaborative and proactive leadership style.

About Dallas National Golf Club

The goal, mission and vision of Dallas National Golf Club is to provide a premier golf experience with best-in-class service in a relaxed but respectful environment with unique activities which encourage camaraderie among its Members.

Combining the natural beauty of the country, the close proximity to one of the nation's top business centers, and a layout capable of hosting a major championship, Dallas National Golf Club offers its distinguished Members the ultimate golf experience. Dallas National Golf Club is a Member-owned, golf-only facility, with 325 Local and 75 National individual Men and Women Members.

Tom Fazio boasts fifteen course designs in *Golf Digest's* Top 100, tying for the most among living architects, and has overseen renovations of perennial leaders Augusta National, Pine Valley, Oakmont, Winged Foot and Merion. Dallas National was created in a similar mold. Fazio calls it "the best piece of land left in America close to a major city."

Dallas National's uniqueness and quest for excellence separate it from other high-end clubs. There are no distractions such as busy roadways or residential developments in this golf-only environment.

Every detail was created for the golf purist: A recently renovated and updated 130-yard wide practice range with tees on both ends with Zoyzia and Bermuda hitting areas, twelve bunkered target greens, one wedge green and a chipping/putting green; the first private golf club in the world with TrackMan Range technology across the entire primary portion of the practice range; a short-game practice area with five bent grass target greens secluded in a grove of towering trees; four distinct putting areas with both Bentgrass and Bermuda putting surfaces; a 20,000 square foot clubhouse which is currently undergoing a substantial renovation; an active and vibrant professional caddie program; no residential development on property; and a new state of the art Performance and Instruction Center with four hitting bays, a fitness center and member lounge.

From the Texas tees, Dallas National can play as tough as any course, measuring 7,404 yards. However, Fazio was careful to ensure playability for Members. With five sets of tees, the course offers unique challenges to players of varying levels.

Course Features

7,400-plus yards; Crenshaw/L-93 Bentgrass greens; three large plateaus, with 160-foot elevation changes; eight bridges; 12 holes atop or on the edge of plateaus; holes 9-14 cut through limestone canyons; two streams running through the canyons; views of downtown Dallas, and Las Colinas.

Awards

Ranked #1 in Texas by *Golf Digest's* Top 100 Courses (2007, 2009, 2011, 2013, 2014, 2015), #1 in *Dallas Morning News* (2019), top 65 in U.S. in *Golf Digest's* Top 100 Courses (2007- 2020), top 40 in *Golf Week's* Top 100 Modern Courses (2010 - 2019)

"If Dallas National were the only course I ever designed, I feel I would have had a great career."

- Tom Fazio

Please visit the website at: www.dallasnationalgolfclub.com

Director of Golf Position Description

The Director of Golf manages, supervises and oversees the Club's entire golf operation to provide the highest standards of excellence for both Member and guest enjoyment, as well as plans and coordinates a golf program which is respected and enjoyed by the Membership. The Director of Golf manages the Golf Pro Shop and related services to meet the needs of the Members in a manner consistent with Club's vision and philosophy. The position requires proper communication between departments, maintaining excellent relationships with suppliers and keeping Members satisfied and well-informed. The Director of Golf reports to the General Manager.

The Director of Golf has clear "ownership" for day-to-day golf operations of the Club. He/She is responsible to ensure that these operations are consistently managed and run with an especially strong Member and guest focus, and to be highly visible and interactive, leading this operation with enthusiasm and engagement commensurate with the strong golf centric culture at the Club. This includes all "touch point" areas of outside operations, range and practice areas, caddy services, shop services, and tournament and activity play, among others, as well as being sincerely cooperative and interactive with the clubhouse operation and golf course maintenance, with whom he/she regularly interacts. The Director of Golf is expected to provide motivated and passionate leadership to his/her team, and fellow management team members, relative to key golf events and activities programming. The Director of Golf will recognize the need to lead in balancing multiple Member inputs, personal interests and levels of golf ability with the Club's business and financial objectives. Keeping the golf program "fresh," "innovative" and "relevant" are critical expectations of the new Director of Golf. The need to ensure that all elements of the golf experience are "fun", "relaxed" and "organized" is critical, as is the need for someone to ensure that all Members are enthused about the program and their involvement.

The Director of Golf is the 'face' of golf at the Club and must be the proactive ambassador of hospitality, committed to service excellence for both Members and guests, and ensuring that his/her team--from valet, bag and range attendants, pro shop and assistant professionals--consistently understands and delivers this commitment. The golf experience is the strongest element of Member retention and satisfaction at Dallas National Golf Club, and as such needs a Director of Golf who is highly visible and approachable; understanding and communicating expectations to necessary constituencies (staff, members, etc.) as well as overseeing proper execution.

Priorities:

- A golf professional that recognizes what a premier member and guest golf experience means, and is able to continually evaluate, enhance, and direct others to achieve that vision in a positive, energized, and intuitive manner.
- A service minded leader who is naturally focused on the details as well as a continuous evolution to enhance and personalize service delivery to members and their guests, and who can instill those same virtues in his/her team.
- Create and execute multiple unique golf events which results in high levels of member engagement, camaraderie and satisfaction.
- Develop and train a high-performance golf staff, as well as collaborate well with the golf staff, club staff, vendors, etc.

- Merchandize the pro shop in a manner which is desirable to members with pricing that balances good value to members while achieving club financial performance targets.
- Actively participate in networking opportunities, developing the Club's reputation as a facility that consistently delivers a high-end and unique golf experience
- Play golf with members of all skill-levels as an opportunity to get to know them and generate enthusiasm in the golf program.
- Select, supervise, train and evaluate golf shop and outside golf operations personnel.
- Develop an annual business plan for the golf operation and prepare annual golf budget.
- Assist in the orientation of new members into the golf program and the club.
- Responsible for the orientation and training of all newly hired personnel and the creation of a training program for all staff.
- Consistently works with the staff on a daily basis to improve service to the membership.
- Maintain a close working relationship and meet regularly with the General Manager and Course Superintendent to discuss maintenance issues that affect the practice facilities and playability of the golf course.
- Always set the example and ensure all staff adhere to the vision and core values of Dallas National Golf Club.

Candidate Qualifications

- A team builder who has a history of attracting, developing and retaining a high-performance golf staff, and ensuring that they consistently meet well-defined service standards.
- A natural leader who brings out the very best in those around him/her by setting clear goals and expectations, providing consistent feedback and support, and who is respectful and professional in all interpersonal dealings.
- A minimum of 5 years of experience in a similar, private, well-respected, member-owned club with a verifiably great reputation in golf operations. Experience as a Head Professional/Director of Golf would be very desirable. In any event, this person must have a track record of working closely and successfully with club senior management, and a career track that demonstrates a record of tenure as well as a commitment to a career in golf management.
- An intuitive, personable style resulting in a sincere and visibly engaged presence with members, guests and staff.
- Knowledgeable in "best practices" in top performing and high member satisfaction golf operations around the country.
- Able to develop a training and "on-boarding" plan for new and existing staff members so that everyone clearly knows what is expected of them and how to deliver upon that goal.
- The ability to quickly engage members, generating enthusiasm for golf, and providing relevant, fresh and desirable programs for club members.
- Good communication skills are a must to promote the game to all constituencies of the Club.
- Personal presence and verbal skills must be appropriate for a discerning membership.
- A confident, diplomatic and competent professional who is a 'doer' and take-charge person, who also recognizes the importance of accountability.
- A creative problem solver who commands respect because of the way he/she interacts with others and lives up to his/her word and confidently puts forth recommendations to the General Manager, fellow department heads, staff, Committee Members and the Board of Directors.
- A proven leader with a diverse skills and competencies base, encompassing a multitude of critical areas necessary for success, including but not limited to: staff development, organizational skills, management and coaching, merchandising expertise, vendor relationships, caddy programs, strong written and verbal communication skills, interpersonal skills, drive, integrity and respectful diplomacy.
- A golf professional who brings out the very best in those around him/her by setting clear goals and expectations, providing consistent feedback and support, and who is respectful and consummately professional in all interpersonal dealings.

- Excellent financial skills, with the ability to quickly assimilate numbers and reports and knowledgeable regarding typical golf operations and merchandising issues. He/she is aware of critical benchmarking and financial metrics that lead to proactive response to trending curves.
- A personable individual with a sense of humor and style that is commensurately appropriate with the culture and expectations of a relaxed but respectful membership group and team of associates. A creative innovator of new or improved member events and activities who is further able to effectively convey those ideas to others for support, and work with the senior management team and club leaders to ensure successful execution of these events and activities.
- An individual with strong ethics and professional integrity.

Education & Certification:

Preferably, a college graduate with a Bachelor's Degree in Business Administration or Golf Management. A PGA Class "A" Certification status is highly desirable.

Salary:

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.

Preparing a thoughtful cover letter, clearly articulating your alignment and "fit" with the above noted expectations is required. Your letter should be addressed to Mr. David Denley, General Manager Dallas National Golf Club and clearly articulate why you want to be considered for this position at this stage of your career and why Dallas National Golf Club and the Dallas area will be beneficial to you, your family, your career, and the Club if selected.

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

"Last Name, First Name Resume" &

"Last Name, First Name Cover Letter Dallas National Golf Club"

(These documents should be in Word or PDF format)

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 Holly Weiss: holly@kkandw.com

Lead Partner on this search is:

Thomas B. Wallace III, CCM, CCE, ECM

Partner

KOPPLIN KUEBLER & WALLACE

412-670-2021

tom@kkandw.com