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GENERAL MANAGER PROFILE: HERMITAGE COUNTRY CLUB MANAKIN-SABOT, VA

THE GENERAL MANAGER OPPORTUNITY AT HERMITAGE COUNTRY CLUB

Hermitage Country Club is looking for a highly visible, engaging General Manager with strong leadership skills who will have a proven background as a member centric, quality oriented, enthusiastic leader with a transparent management style with the members, staff, and Board of Directors. The best candidate will have extensive experience in member acquisition and retention across all generations with the ability to understand the current and future trends in the industry. A successful candidate will possess solid business and financial skills. This person will be adept in leading the Board, committees and management team while being a true strategic “thought partner” for the Club. One of the main strategic goals for this person is to help lead Hermitage Country Club from being a good Club into a great Club that regularly provides a first-class experience for the members and guests.

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

HERMITAGE COUNTRY CLUB

Hermitage Country Club is a traditional, family oriented private club. Their focus is to consistently provide exceptional service to all Hermitage members and their guests. Their objective is to ensure continuous improvement in providing excellent well-maintained facilities featuring quality golf, tennis, fitness, swimming, athletic, superb dining venues and a variety of family programs and social events; all for the benefit and camaraderie of their members in a home away from home atmosphere.

An oasis nestled on 480 pristine acres; Hermitage is 25 miles west of downtown Richmond. A vibrant capitol city located on the historic James River, Richmond is a 90-minute drive to the Atlantic Ocean, Washington D.C. and the beautiful Blue Ridge Mountains. With a metropolitan statistical area of over 1,000,000 people, it is the largest city in Virginia. Richmond and surrounding communities are economically diverse with industries, including corporate hubs for Altria, CarMax, Capital One, and Owens and Minor among others. The city boasts a world-renowned art scene, well respected cultural attractions, world class craft breweries, renowned dining, fascinating museums and historic sites.

The region also features excellent public and private schools, as well as top universities like VCU and the University of Richmond. Henrico, Hanover and Chesterfield County’s offer some of the best K-12 schools in the country. Richmond has been recognized as a Top 10 Millennial City and Virginia was recently recognized as the Top Business State in the US by CNBC. Richmond has a high quality of life and a very reasonable cost of living. Richmond is centrally located and approximately 2 hours from Virginia Beach, an hour from the Appalachian Mountains and just over a hundred miles from Washington DC.

Hermitage was established in 1900 at the current site of the Virginia Science Museum and moved from that location in 1917 to Hilliard Road where an A.W. Tillinghast course design was created. In 1949, the club hosted the only major championship ever held in Virginia, the PGA Championship, where Sam Snead was crowned champion. In 1973, the club moved west to its current location in eastern Goochland County. The Club also has the distinction of being the site of Arnold Palmer’s last career victory in 1988. Today, Hermitage provides its members with two, great championship courses along with all of the amenities of a premiere full-service country club.

HERMITAGE COUNTRY CLUB BY THE NUMBERS:

- 1100+ members (over 750 Full)
- \$15,000 Initiation fee
- \$6,420 Annual dues, \$780 for Capital
- \$10.2M Gross volume
- \$6.1M Annual dues volume
- \$2.7M F&B volume 55% a la carte, 45% catering
- \$4.5M Gross payroll
- 36 holes of Championship golf, Manakin and Sabot courses
- 119 Full time employees, 66 seasonal employees
- 11 Board members
- 54 Average age of members
- 4 indoor tennis courts, 8 outdoor courts (6 Har-Tru)
- 2 Spa treatment rooms
- Large fitness, class and cardio areas

HERMITAGE COUNTRY CLUB WEB SITE: [Hermitage Country Club](#)

GENERAL MANAGER (GM) JOB DESCRIPTION

Serve as General Manager of the Club. Manage all aspects of the Club including its activities and the relationships between the Club and its members, Board of Directors, employees, guests, community, government and industry. Coordinate and administer the Club's policies as defined by the Board of Directors. Develop state of the art operating policies and procedures and directly lead all department managers to implement those policies and procedures. This includes, but is not limited to, developing and monitoring the budget, monitoring the quality of the Club's products and services, and ensuring that members and guests receive a first-class experience from the time they drive through the gate until they leave the property.

The GM, as a strong and highly visible and respectful presence with the membership, must be an exceptional communicator, have adroit personal interactive skills and the maturity to instinctively know how to make members and guests feel they are consistently treated in a gracious manner. Further, he/she must be able to communicate these expectations to staff and lead them to understand and execute to those first-class expectations.

The GM is the primary architect, through his/her team, of creating the first-class Hermitage culture in all aspects of the employee experience including hiring, orientation, training, supervision, and performance management. The employees are one key to creating the best member and guest experience in the greater Richmond community. He/she will therefore use and apply relevant and necessary marketing techniques to drive member usage of the Club while ensuring member and guest needs and desires are consistently met and often exceeded. *Club member and guest satisfaction and enjoyment of the programming and service experience at the Hermitage Country Club are the primary "drivers" to its overall success.*

Besides developing, coordinating, and supervising the management and administrative functions of the Club, the GM will oversee the preparation of annual operating and capital budgets, supporting the strategic and tactical initiatives, and expectations he/she has established with the Board. The GM will be the primary Club representative to ensure that significant capital/asset/lease improvements are well conceived, planned and executed, and that the status of such projects is consistently communicated to appropriate constituencies within the Club regularly.

KEY ATTRIBUTES AND AREAS OF FOCUS

- A natural leadership style that promotes membership and staff engagement.
- The ability and patience to observe, listen, and ask questions to learn about the culture and heritage of Hermitage Country Club and make decisions consistent with the mission and vision

- The ability to get to know the talented department heads and foster an inclusive team atmosphere and cross departmental exposure while developing metrics to measure departmental performance and improvement
- Experience in developing successful membership acquisition and membership retention programs measured with time and goal metrics.
- Attentiveness to first-class member services and satisfaction while also helping to attract new members.
- Creation of meaningful weekly staff meetings to gather important information and to provide regular feedback and mentoring for Department Heads.
- Develop a “team culture” so that all Club employees operate under shared achievable goals, under a common mission and vision for the Club.
- Ability to act as a thought partner with the Board and committees and helping to build strong Board and committee relationships.
- Superior communication skills, exuding energy, confidence and creativity.
- Discipline in successfully managing and achieving team goals and objectives.
- Strong understanding of how to provide superb dining and other food and beverage experiences.
- Stays current with emerging trends in the club world.
- Effective financial management skills through development and oversight of the annual operating budget.
- Continual visibility to members and staff as the face of the club.
- Proficiency in utilizing internet and other social media tools to communicate with the membership and staff regularly.
- Strong leadership and strategic planning experience.
- Develop onboarding programs for the Board of Directors and Committees.
- The ability to develop a first-class Club culture by managing the employees to grow into a strong team through consistent hiring, orientation, training, communication, and performance management.

MAJOR DUTIES AND RESPONSIBILITIES:

Member Services

- Knows the members, their families, and their desires.
- Provides quality leadership and a positive upbeat image for the Club and its amenities. Leads with the dictate to provide members with premier service in casual and fine dining, recreational excellence, quality products, and an exciting calendar of club events. Maintains detailed records on events.
- Plans his/her work schedule so as to be personally visible and readily accessible to members and their guests at the right times and in the right places.
- Assures the smooth, efficient daily operation of the club to provide the members and guests with an environment of excellence in hospitality.
- Works as a team player to with department heads to oversee exceptional food and beverage operation, with appealing menus, properly priced, and featuring exemplary service. Develops and executes a highly regarded party and banquet business.
- Works as a team player to with department heads to oversee golf operations including golf course conditions, facilities, and programs for all players’ skills.
- Works as a team player to with department heads to oversee top-flight racquet sports, fitness, spa and swimming facilities.
- Addresses and resolves member complaints and suggestions, in such areas as general service, athletic programs, employee attitude, maintenance, and cosmetic appearance of the facility.
- Furthers his/her own continued development as a club management professional by participation in appropriate Club Managers Association of America (CMAA) seminars and conferences, and others as approved.

Member Recruitment and Retention

- Must lead the Club’s membership acquisition and retention efforts. It is critical that he/she understands the not only the trends in the Club industry but also the local market and economy.

- The candidate must be comfortable and competent, being an integral and proactive part of developing community relationships that lead to membership interest.
- Is effective in orienting new members and developing “first year” programs so that their initial experiences at the Club are positive and that new members become part of the Club social world.
- Is a catalyst for identifying new programs/services, and enhancing current ones for members and their guests to increase Club usage and member satisfaction.
- Utilizes tracking metrics to identify low usage members and creates a “reach out” plan to understand member issues and improve retention.

Employee Relations

- Coordinates all department head compensation, benefits, performance, disciplinary, and personnel actions.
- Interviews all applicants for key positions and exercises final approval authority over all the Club’s hiring.
- Initiates employment programs and recruitment efforts that result in the Club being viewed as sought after place to work, especially for wait staff and entry level employees.
- Interacts with department managers to appropriately develop and implement performance management techniques for all employees.
- Provides for the training and further development and continuing education of all department heads and other personnel. Creates an environment of true team spirit among the staff.
- Oversees the onboarding programs of new staff members.
- Ensures that a positive and healthy working environment exists throughout the Club, one free of safety risks and all forms of employee unlawful discrimination, harassment, and retaliation.

Financial Management

- Prepares annual operating and capital budgets and, after Board approval, manages and controls the operations to attain the desired results.
- Provides input to all department heads, professional staff, and key personnel, projecting and developing budgets, capital spending plans, fiscal controls, and operational guidelines.
- Installs controls and cost-effective procedures related to employee payroll, purchases, inventories, and supplies.
- Responsible for approval of contracts, all accounts payable, all labor cost payouts, and maintains them within the constraints of the budgets and through close coordination with the Board of Directors.
- Maintains an up-to-date management information system which can be counted on for timely and accurate information for all parts of the club.
- Experienced in capital projects and renovation oversight.

Communications

- Will be a primary *two-way* conduit for information exchange, and must be consistent, positive, and able to *engage* in this process. He/she must be a true listener who places great importance on personal interactions with all constituencies.
- Experience in developing communication platforms using contemporary media (website, apps, social media, etc.) is desirable.
- Is the primary verbal and written communicator of important information to members and staff and recognizes that the ability to convey information in an articulate, well-conceived and well-written manner is of utmost importance.

CANDIDATE QUALIFICATIONS

- At least 5 years of verifiable, progressive leadership and management experience in an active, private member focused club environment. NOTE: Those current Assistant General Managers or Club Managers at well-recognized clubs, with verifiable records of achievement, will be considered for this role.
- A verifiable career track that demonstrates a record of tenure and commitment to previous employers.

- Strong general leadership skills with verifiable strengths in team development, financial performance, diverse recreational amenity management, quality food and beverage programming, exceptional member/guest service programming and the ability to consistently define and achieve goals and objectives.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A degree is highly desirable, preferably in Hospitality Management or Business.
- In lieu of the degree, substantial private club or hospitality experience may be a good substitute for a college degree.
- Certified Club Manager (CCM) designation or working towards it, preferred, but not a must.

SALARY & 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.

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

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter”

(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 Nan Fisher: nan@kkandw.com

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