KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

DIRECTOR OF GOLF PROFILE:
THE OAKS CLUB
OSPREY, FL

DIRECTOR OF GOLF OPPORTUNITY

The Director of Golf (DOG) at The Oaks Club will lead one of the most elite golf operations and facilities in Florida, while having the opportunity to drive significant improvement through program creation while providing a first-class member experience. If you possess superior member relationship skills, have proven staff mentorship culture, are a charismatic leader and embrace rich traditions and values, this could be your career opportunity.

The Oaks Club, one of Florida's most prestigious private clubs, is seeking to place a highly capable professional with strong leadership experience as the DOG. A positive, innovative and energetic approach to programming and duties is essential. In addition to the future DOG's leadership and teambuilding skills, a focus on family and social golf activities for all levels of players is paramount. The candidate must be able to demonstrate excellent written and verbal communication skills. Visibility, member engagement, and authentic enjoyment of building member relationships are critical. The successful candidate must also have the ability to relate to management and other departments in a professional, respectful and diplomatic manner.

Click here to view a brief video about this opportunity.

ABOUT THE OAKS CLUB

The Oaks Club is a private, member-owned, gated residential country club situated on over a thousand acres just south of downtown Sarasota on the southwest coast of Florida. The Club strives to be the preferred country club community in the Sarasota area and to provide its members with an exceptional country club lifestyle in a welcoming community, including:

- Top-notch recreational, sports, and fitness facilities
- Superior dining and entertainment
- A wide array of social activities
- The opportunity to form lifelong friendships
- A beautiful, serene private and secure environment

The story of The Oaks Club began at the turn of the last century when Bertha Honore Palmer purchased more than 80,000 acres of land, including a thousand-acre parcel on Little Sarasota Bay, and made it her winter home, bestowing on her estate the name we know it as today: The Oaks. In the years that followed, Mrs. Palmer created a gracious home with lavishly cultivated gardens, walkways, and ponds where she entertained businesses leaders, politicians, artists, writers, and trendsetters. Today, Bertha Palmer's legacy of culture, love of nature, and the finer things in life continues-at The Oaks Club.

There are 36 holes of outstanding Arthur Hills and Fry/Straka designed golf on site. The Eagle course is an 18-hole championship layout, designed by legendary architect Arthur Hills. Eight sets of tees offer yardage alternatives ranging from 4,426 to 7,003 yards on a challenging yet rewarding course that offers immaculate greens and fairway surfaces, beautiful natural scenery, and plenty of water hazards and strategically placed bunkers that keep you on your toes. The recently revitalized Heron Course is designed for maximum enjoyability. Easily walkable and eminently playable, Heron features forgiving fairways, few bunkers, large chipping areas, and shorter carries-over hazards.

The club boasts an active racquets program with 12 Har-Tru tennis courts, a beautifully appointed golf pro shop, new pickleball facility, locker rooms, and a tournament staging area.

There are topflight croquet and Bocce programs with active participation. A modern, WellFit Center offers members over 7,500 square feet of cardiovascular, strength training and free weight equipment, group exercise rooms, two treatment rooms, locker rooms, plus a swimming pool.

THE OAKS CLUB BY THE NUMBERS:

- $13.0M Gross volume
- $8.0M Annual Dues Volume
- Initiation fee $65,000 full membership ($15,400 refundable, as of 5/1/21), $40,000 Social (nonrefundable)
- $730,000 Golf operations budget
- Club employees: 160 in season; 130 off season
- POS System Jonas and Foretees
- The department is comprised of 25 employees including cart barn
- Two golf courses supporting close to 34,000 rounds of golf annually.
- The Pro Shop is Club owned
- Average age: 68
- 753 resident memberships and 145 non-resident associate certificates

THE OAKS CLUB WEBSITE: www.theoaksclub.com

DIRECTOR OF GOLF POSITION OVERVIEW

The Oaks Club is looking for a DOG who will replace a long-tenured staff member. The DOG is the leader of all golf operations at The Oaks Club. He or she is expected to provide day-to-day operation guidance to these departments under a strong performance management system. In addition, working with the GM and key other department leaders including the Director of Greens and Grounds, as it relates to planning, scheduling, special events, and implementation of Club functions. Also, the DOG works closely with the Men's and Women's golf committees.

The DOG position is comprehensive and must ensure successful achievement of the Club's mission. The successful candidate will be responsible for the overall operation of the Golf Program, including pro shop, programming, merchandise program, cart barn, locker rooms, beverage cart, and staff. The DOG is a highly visible position requiring strong presence, leadership and communication skills with members, guests and staff. The DOG is expected to be the leader of the Golf program by passionately promoting the game. These traits must resonate through all staff members.

The Club employs a loyal, professional and accomplished staff and wishes to continue this tradition. The working environment at The Oaks Club is one of professionalism and respect, and the club prides itself on the positive relationships it maintains with its staff.

The Club's DOG is expected to be the consummate professional, never losing sight of the primary objective of providing an exceptional golf experience for all the Club's members and guests, while at the same time growing the game and its enjoyment. Amongst many key competencies, a successful candidate needs to demonstrate the following:

- A golf professional who recognizes what a premier member and guest golf experience means, and can 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.
- Proven follow-through skills and a history of responsiveness and proactive leadership, as well as an intuitive style of 'continuous evolution to excellence' in all that he/she does, plus the ability to instill that style in the team.
- Comfortable working in a highly collaborative manner with the General Manager, Greens and Grounds Committee and other Department Heads and providing thoughtful input and leadership to all of these entities.
- A creative programmer of innovative events and activities, who is further able to convey those ideas to others for support and buy in.

- Someone who is a hardworking, leads by example and is a very hands-on professional who sets clear accountabilities, provides thoughtful and regular feedback to staff members, recognizes the responsibility he or she must develop and mentor those who support him/her, and creates and leads a culture around golf operations and golf and agronomic staff development.
- Someone who has significant experience and competencies in organizing and managing golf events and outings, as well as leading significant budget development and oversight.
- An excellent merchandiser who leads a team to build upon the Club's golf shop retail program, and who instills a passion in the team to build on sales and personalization of services in the shop.
- A creative pro shop thinker who can establish new promotion programs, understands "open to buy," mark-down schedules and effective special purchases systems.
- A knowledgeable, educated professional on golf course agronomy.
- Someone who works closely with the Director of Greens and Grounds and the Superintendent(s) in coordinating course setup for events and scheduled maintenance, advocating for their needs and success. Additionally, is proactive and leads a strong and supportive communications process about conditions, course plans, etc., with the membership.
- A proven leader with skills necessary for success, including but not limited to management and coaching, staff development, merchandising, communication skills, interpersonal skills, drive, integrity and diplomacy.
- Humility coupled with dynamic professionalism; ideally, someone who is able to deliver both positive and negative news in a respectful, well-reasoned manner.
- Capable and comfortable with technology and incorporates its use as appropriate in his/her everyday role, while never losing sight of the need for high touch relationships with members and guests.
- Has experience in a multi-course operation where organization, appropriate visibility and engagement, and setting consistent standards throughout the overall golf operation has been achieved.
- Possessive of strong organizational skills and an obsession with 'all things golf,' covering the details necessary to consistently achieve high levels of quality, member, guest and staff satisfaction and outstanding member experiences.

Proposed Aspirational Project

The Oaks Club Board of Governors is planning to present a new short-game practice area to the membership for approval in 2021, as well as a state-of-the-art golf training facility. The Club places a premium on teaching the game for all skill levels, and the DOG is expected to lead this endeavor.

KEY PRIORITIES FOR SUCCESSFUL TRANSITIONING

The new DOG will need to focus on and recognize the following expectations:

- Develop a keen and deep understanding of The Oaks Club's culture; and what needs to be accomplished to enhance or develop areas to support the premier club experience.
- Ensure that there are adequate events for all members and guests. These events will be well planned, properly, and effectively communicated and coordinated with all necessary constituencies.
- Create and perpetuate a high level of staff morale and engagement through a strong mentor program to help develop the skills and capabilities of the staff. Be the coach who motivates his or her team to higher standards and the consistent execution of quality service standards. Create a strong onboarding process and procedure for all staff.
- Conduct a thorough review of the organization chart for golf operations with recommendations for structural changes thoughtfully presented to the General Manager.
- Develop a strong recruiting and staffing model in collaboration with the HR Director to include a large network of other PGA Professionals with whom a pipeline of seasonal or year-round staff can be shared or recruited.
- Be exceptionally 'front facing' and quickly get to know all the groups and key contributors to The Oaks Club's overall success and experience culture.
- Review and understand the full scope of merchandising and its opportunities in both hard and soft goods areas to meet member expectations.
- Build a strong teaching program, using the latest technologies for all levels and ages of golfer.

CANDIDATE QUALIFICATIONS

Successful candidates for this role must meet the following qualifications:

- Be a current DOG or Head Golf Professional with a minimum of five (5) years of experience at a recognized, well-regarded private club, ideally with multi-course experience. Consideration will be given to a head pro or number 2 from an established, successful golf operation.
- Clearly and verifiably able to manage multiple priorities simultaneously; highly organized and able to instill standards and organization in all aspects of the operation he/she oversees.
- Clearly developed communication skills, including verifiable strengths in responsiveness, diplomacy, always-respectful delivery, fundamental gravitas, and strong personal presence. Someone who is known for being accountable, taking ownership and having a high-level ability to effectively interact and communicate, both in writing and in-person in a highly professional and appropriate manner.
- Be referenced as leading by example in all that he or she does in his/her golf operation; essentially someone who recognizes that the golf culture starts with the appropriate and necessary tone at the top of the organizational chart.
- Having verifiable strengths and a history of attracting and building high performance operational teams. Being highly visible and interactive with members and guests and being a strong supporter of fellow senior staff.
- A strong, energetic and passionate leader with a proven track record of providing a member experience consistent with a Platinum level member-equity club or equivalent.

EDUCATION AND CERTIFICATIONS
The ideal candidate should have earned a college degree or highly regarded PGM program. Class "A" status and membership in the PGA of America.

SALARY AND BENEFITS
The Oaks Club offers a generous compensation package including salary, commission, bonus and a benefits package including PGA 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 during the online application process.

Preparing a thoughtful cover letter of interest and alignment, clearly articulating your "fit" with the profile and the above noted expectations and requirements is necessary.

Your letter should be addressed to Ms. Tami Blowers, Search Chairwoman, and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career. In addition, why The Oaks Club and the Sarasota-area will likely be a "fit" for you and your family if selected. Additional information may be required from candidates to further assist in the evaluation of alignment and validation of competency for the role.

Expressions of interest in this manner should be conveyed as soon as possible. Applications after May 10, 2021, will be challenged to accomplish "next step items." Video interviews will occur in late May or early June with live interviews in June or early July. The new DOG will begin sometime in July.

IMPORTANT: Save your resume and letter in the following manner:
"Last Name, First Name - Resume" &
"Last Name, First Name - Cover Letter - TOC"
(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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