

GENERAL MANAGER PROFILE: WILDWOOD GOLF CLUB ALLISON PARK, PA

THE GENERAL MANAGER OPPORTUNITY AT WILDWOOD GOLF CLUB

Wildwood Golf Club is seeking a highly engaged professional with excellent communication and leadership skills to be their General Manager. The ideal candidate will be someone that possesses outstanding people skills and has the ability to foster a positive culture at the Club. This individual must focus on the details, while continuing to add innovative and creative new programs, amenities and services as well as elevating the onboarding and mentoring process for all employees of the Club and focus on continually 'raising the bar.' The new General Manager should exhibit a successful track record of accomplishment, leadership and high-quality operations management experience in private clubs, hotels, or resorts with a specific focus on food and beverage operations.

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

ABOUT WILDWOOD GOLF CLUB

Wildwood Golf Club's history started in 1920 when George Wittmer, Jr., with the financial help of Dr. W.B. Ray, acquired the rolling farmland 12 miles north of Pittsburgh and built an 18-hole golf course and a beautiful stone clubhouse. Wittmer opened the facility, which they called Wildwood Country Club, in late 1927. During its early years, Wildwood Country Club was the site for several major golf tournaments, including the Dapper Dan Open, which attracted some of the great professional golfers of that era, including Ralph Guldahl, Gene Sarazen, Byron Nelson and Ben Hogan.

Current day, Wildwood Golf Club in Allison Park, Pennsylvania is a gathering spot that blends the tradition of country club atmospheres with modern-day lifestyles. The beautiful setting and outstanding team are poised to help create unforgettable experiences for members and their guests.

The club includes an 18-hole championship golf course, driving range, 5 Har-tru tennis/pickleball courts, 4 platform tennis courts, a Junior Olympic Pool with cabana bar, dining, private event spaces and tons of social events throughout the year for all ages.

At the heart of it all, the strength of Wildwood Golf Club are the members and the enduring spirit of camaraderie that abounds within the Clubhouse and Grounds. There is a genuine sense of belonging here that makes members, and their guests feel right at home.

WILDWOOD GOLF CLUB BY THE NUMBERS

- At present, there are approximately 508 members in all categories
- \$15,000 Initiation fee
- \$7,560 Annual dues
- Approximately \$5.6M gross revenues in operations
- Approximately \$2.6M F&B volume (53% FC)
- Approximately 78 Employees (37 FTE, 41 PTE) Approximately 74 seasonal
- Approximately 22,000 rounds of golf played annually
- Club accounting and POS system is Jonas
- WGC is a 501(c)(7), not for-profit, tax-exempt corporation
- There are 9 Board Members with three-year terms

- Standing committees: Membership, House, Finance, Golf, Greens and Grounds, Pool, Racquets, Marketing
- Average age of members is 57 years of age

WILDWOOD GOLF CLUB WEB SITE: www.wildwoodgolfclub.org

GENERAL MANAGER POSITION OVERVIEW

The GM position has responsibility for all day-to-day operations of the club. He/she directs and administers all aspects of the amenities, project development, staff, programs and activities, golf and grounds, racquet sports, pool, food/beverage, activities and programs, to ensure consistently outstanding service delivery to the membership and their guests. The new General Manager will lead the club in a way to allow the board to work in an advisory and strategic manner. Key to the new GM's success is the intuitive sense to be "present" and to sincerely engage with every generation of members and their guests. Celebrating tradition while introducing creative programming for all constituencies will also contribute to the success of the new General Manager.

The GM is responsible for the creation, implementation and consistent execution of all service standards and processes while providing vibrant, innovative, relevant, and respectful leadership to key managers and staff. A primary objective is for the GM to be the highly visible and interactive face of the Club and to ensure that departmental goals and objectives are defined, understood, evaluated, and enhanced on a continuous basis.

Being a natural mentor to the team also is critically important, as is being a strong advocate for the team's success. The GM must be a proactive and assertive leader in the process of strategic planning, talent acquisition and retention, membership activities/services programming, ensuring that each of these areas of focus consider current and future membership input and demographics. Additionally, he/she must expect to work to exceed the expectations of members and to recognize trends, evolving demographics, and what will help support the Club in the future. The new GM should have a history of success and of recognizing, respecting, and supporting the contributions of key managers and staff, many of whom have been a part of WGC for many years.

KEY CHARACTERISTICS

A key requirement is to be able to work proactively with the Board of Directors and Club committees who in turn will keep the GM focused on key goals and objectives that benefit the long-term well-being of WGC, and to ensure that future capital projects are successfully planned and executed, keeping all appropriate constituencies well-informed throughout. The Board of Directors is looking for a partner-like mindset from its GM to take a strong role in running the Club, to be out in front of issues, and to provide them with solutions and executing to successful outcomes where and when needed.

Outstanding communication skills, both written and verbal, are necessary. Additionally, as the primary communicator of most of the information at the Club, a keen ability to listen, engage, build trust, and be highly approachable is also of critical importance.

Other key attributes, characteristics and style of the successful new leader include the following:

- Attracting, retaining, and developing staff at every level is an important focus of the club.
- Is strategic and visionary as well as mission-oriented on behalf of Wildwood Golf Club; anticipate how the Club will evolve and be at the forefront of trends in clubs.
- Knowledgeable and innovative as it relates to technology; having the ability to leverage high tech to improve 'high touch' with members as well as efficiency of the operation and enhanced data capture is critical.
- Outgoing, conversant, respectful, and diplomatic, but able to say "no" when appropriate without alienating members or staff while doing so.
- Actively participate and be a "thought partner" with the Board of Directors, Committees, and contributors to the Club's success.
- Financial acumen, detail oriented to "see" things needing attention, and operations, systems, and facilities expertise.

- Innately understanding, empathetic, reliable, and relatable to members and staff at all levels.
- Possesses outstanding leadership skills and has the ability to delegate to key staff and department heads.
- Has strong communication and organizational skills.

INITIAL PRIORITIES OF THE GENERAL MANAGER

The following priorities have been identified for likely initial primary focus:

- Observe, listen, ask questions, and learn about the culture and heritage of Wildwood Golf Club.
- Begin to develop meaningful relationships with the membership and department heads.
- Meet and sincerely interact with and engage as many members as possible. Build trust, schedule interactive times, and follow up on details. Being “front-facing” and involved in all operations and especially in member high usage areas/times is important.
- Work closely with the F&B team to ensure that an appropriate foundation of success is in place in this department, both in the culinary and service execution sides of the operation. F&B operations are of utmost importance to the membership and meeting a majority of members’ expectations in this area is a critical success factor. Service and culinary standards and consistent delivery thereof is an important focus.
- Spend time with the team (staff in all areas of operations) getting to know them, their abilities, and aspirations and to further their already strong mutual respect and collaborative approach to supporting one another and the Club’s overall mission.
- Develop the Board of Directors and Committee relationship, working to create a strong bond and communication exchange with the membership and staff.
- Examine and elevate the overall performance management systems in place at WGC, recognizing a continued desire to ensure that goals, objectives, accountabilities, and responsibilities should be evaluated with a focus on relevancy.

CANDIDATE QUALIFICATIONS

A minimum of 4-7 years of progressive leadership/management experience, preferably in a GM role in a golf and family-centric, private member-owned country club with multi-dimensional operations, or leading hospitality operations outside of the club industry in a similar hospitality operation. True ‘rising stars’ from the club industry who have been verifiably well-mentored or those hospitality industry managers who come from top-quality environments and who possess outstanding relationship skills will also be considered.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A Bachelor’s Degree from a four-year university or college is desirable, preferably in Hospitality or Business Management. In lieu of the degree, substantial hospitality experience will be considered. Credentials from the hospitality industry, recognizing ongoing involvement and commitment to lifelong personal and professional development are desired.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The Club, along with the typical CMAA and 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 to Mr. Mark Leyenaar, Search Chairman and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career and why WGC and the Allison Park 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 Thursday, March 30, 2023. Candidate selections will occur in early April with the first Interviews expected in mid-April 2023 and the second interviews a short time later. The new candidate should assume his/her role on July 1, 2023.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Wildwood GC”

(These documents should be in Word or PDF format)

Note: Once you complete the application process, 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

Lead Search Executives:

Michael G. Smith, CCM, CCE, ECM

Search Executive

michael@kkandw.com

585-794-6150 (M)

Thomas B. Wallace III, CCM, CCE, ECM, Partner

tom@kkandw.com

412-670-2021 (M) – Strongsville, OH