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GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: CORAL BAY CLUB ATLANTIC BEACH, NC

THE GENERAL MANAGER/COO OPPORTUNITY AT CORAL BAY CLUB

The Coral Bay Club is seeking a process-driven hospitality professional who has strong leadership experience to be their General Manager/COO. The candidate must embody and demonstrate a confident servant leadership style that promotes a positive culture with an emphasis on organizational consistency, team development, and financial management skills while maintaining the highest levels of member satisfaction and retention. The General Manager/COO will prepare for and lead the opening of the club's new \$20M clubhouse scheduled for May 2025. The successful candidate will also enjoy the opportunity to live and work in one of the most desirable locations in the country while leading the top private, member-owned club in Atlantic Beach, North Carolina.

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

ABOUT CORAL BAY CLUB

Opened in 1958, Coral Bay Club is a private, member-owned family beach and social club in Atlantic Beach, NC. The seven-acre property incorporates amenities that include a zero-entry resort-style pool and three clay tennis courts. The new 45,000 sf clubhouse will be home to member social, dining, and private events and offer a bright and modern look for members and guests complete with a wrap-around covered porch and 2nd story deck. The interior will feature flexible, multi-use spaces where members can enjoy an oceanfront dining room, ballroom, ballroom terrace, bridal suite, four bars, seating lounges, and a level and a half of dining and events space.

For beach lovers, the club offers beach chairs, umbrellas, food and beverage service, and easy beach access from the pool and clubhouse. Additionally, members have access to a multi-slip boat dock, a boat ramp, and storage space on the club's sound-side property. Coral Bay members also enjoy a wide variety of social events throughout the year. The talented and dedicated staff produces a variety of special member events offering multiple opportunities to relax with old friends and meet new members. The club's 4th of July fireworks display is the most spectacular on the island. The club also employs a full-time Youth Activities Director who plans numerous activities and camps for member's children and grandchildren to enjoy throughout the summer, as well as off-sight trips for kids camps and teens.

CORAL BAY CLUB BY THE NUMBERS

- 650 - members in all categories
- \$33,000 - Initiation Fee
- \$3,800 - Annual Dues
- 9 FTE, 100 - Seasonal employees
- Approximately \$4.2M - Gross Revenue
- Approximately \$2.2M - Dues Revenue
- Approximately \$1.7M - Food and Beverage Revenue
- 75% a la carte, 25% events
- Jonas POS
- 16 – Board Members
- 61 – Average Age of Membership
- 10 - Committees including Finance, House, Building & Grounds, Tennis, Entertainment, Food & Service, Nominating, Pool & Beach, Bylaws, Project

CORAL BAY CLUB WEB SITE: www.coralbayclub.com

GENERAL MANAGER POSITION DESCRIPTION

The Coral Bay Club (CBC) will operate under a General Manager/Chief Operating Officer (GM/COO) organizational structure, with the GM/COO responsible for the daily operation of the Club. The GM/COO reports to the Club President and is ultimately responsible to the Board of Directors.

The GM/COO of the CBC is expected to be a consummate and respectful professional, who naturally exhibits traits of transparency, honesty, straightforwardness, integrity, accountability, leadership, and dedication. He/She must be able to inspire and motivate the CBC team, earning the respect of the members and employees as well as the community at large. The GM/COO will work closely with the Board to further the vision for the Club.

The GM/COO is expected to be an interactive “thought partner” with the Board and Committees. He/She will work closely with both groups to collectively make decisions and set strategic direction for the long-term well-being of the membership. The overriding expectation is to “set the standard for consistent, high-quality member and guest experiences,” recognizing that such outcomes start with strong team development and engagement.

Additionally, the new GM/COO must be professional and highly respectful in his/her personal style, demeanor, and presence. He/She must be someone who recognizes and is comfortable interacting with all demographics of members, staff, and other constituents who contribute to the success of the Club.

Attention to detail and accountability are important personal characteristics. A proven, thoughtful “listener” is desired, as well as someone who is highly approachable, appreciative of input, and able to appropriately “filter” such input to implement the Club’s goals and objectives.

KEY ATTRIBUTES AND AREAS OF FOCUS

The successful General Manager/COO will demonstrate:

- Strong, visionary leadership and a strategic approach to management in all areas of the club.
- Work collaboratively with the board during the construction project to ensure alignment of vision and timing of re-opening.
- Proven track record of implementing operational processes and procedures
- Superior communication skills, exuding energy, and creativity.
- Strong understanding of superb dining and other F&B experiences for the club members and guests.
- Best practices operational understanding of the club’s recreational amenities. (tennis, fitness, pool, beach activities, and maintenance.)
- Demonstrated financial management experience with effective oversight of the annual operating budget.
- The club is interested in extending the shoulder seasons, through time, to become a more year-round club. Experience with seasonal staffing opportunities will be helpful in this role.
- A proactive, member-focused leadership style that fosters staff and membership engagement.
- Ability to effectively lead, mentor, and develop department heads and staff with a continued professional development plan.
- Show patience, observe, listen, ask questions, and learn about the culture and heritage of the Club and surrounding community.
- Accountability to established goals and objectives.
- Attentiveness to member services and satisfaction when developing clubhouse staff.
- Appropriate visibility to members and staff.
- Values and leverages website, and social media tools to communicate with the staff and membership.
- Enhances workplace and club culture through good hiring, training, communication, and developing a strong teamwork ethic.
- Ability to build a strong board and committee relationship.
- Actively participate/lead in the development of a 5-10-year strategic plan.

DUTIES AND RESPONSIBILITIES:

Member Services

- Get to know the members, their families, and their desires.

- Provide quality leadership and a positive energetic image for the Club and its amenities. Lead 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. Maintain detailed records of events.
- Apply best practices in club organizational management providing processes and procedures in all areas.
- Plans his/her work schedule to be personally visible and readily accessible to members and their guests at key events.
- Assure the smooth, efficient daily operation of the club providing excellence in hospitality.
- Oversee a top-rated food and beverage operation, with appealing, properly priced menus and exemplary service.
- Address and resolve member complaints and suggestions, in areas of service, recreational programming, employee attitude, maintenance, and cosmetic appearance of the facility.

Employee Relations

- Create and emphasize a “one team” culture with all department heads and staff.
- Act as a mentor and developer of professional talent.
- Initiate employment programs and recruitment efforts with end result of club being viewed as an employer of choice, especially for wait staff and entry-level employees.
- Interact with department managers to evaluate, appraise, discipline, and/or discharge employees.
- Provide for the training and further development of all department heads and other personnel. Create an environment of continual learning among the staff.
- Ensure that a positive and healthy working environment exists throughout the club, free of safety risks and employee harassment.

Financial Management

- Prepare the annual operating plan and capital budgets.
- Manage and control the operations to attain the desired benchmarks.
- Provide input to all department heads, professional staff, and key personnel, projecting and developing budgets, capital spending plans, fiscal controls, and operational guidelines.
- Install controls and cost-effective procedures related to employee payroll, purchases, inventories, and supplies.
- Maintain an up-to-date management information system which can be counted on for timely and accurate information for all parts of the club.

Communications

- Maintain open dialogue with CBC board and committees.
- Develop rapport with club members through digital communications, the club’s newsletter, and personal interaction.
- Assure satisfactory communications between the club members and employees.
- Develop a program for the orientation of new members, Board members and staff.

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

- Preferably, a college graduate with a bachelor’s degree in hospitality management with a minimum of 5-7 years of significant management experience in a similar, private, member-owned premier club environment; the Club will certainly consider others with significant success and background in quality hospitality environments as well.
- CCM certification or similar credentials are preferred, yet not required.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience and befitting a club of the size and scope of the Coral Bay Club.

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 Coral Bay Club search committee/ Mrs. Alicia Alford and Mr. George T. Barnes, Search Co-Chairs, and clearly articulate why you want to be considered for this position at this stage of your career and why CBC and the Atlantic Beach 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 June 14, 2024. Candidate selections will occur in late June with the first Interviews expected in mid-July and the second interviews a short time later. The new candidate should assume his/her role in September 2024.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter, Coral Bay Club”

(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 Holly Weiss: holly@kkandw.com

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