

GENERAL MANAGER PROFILE: BOYCE HILL GOLF CLUB ESSEX, UK

THE GENERAL MANAGER OPPORTUNITY AT BOYCE HILL GOLF CLUB

Boyce Hill Golf Club (BHGC) seeks an experienced General Manager adept at enhancing the member experience, fostering commercial success, and exhibiting strong leadership. Boyce Hill prioritizes maintaining a positive club culture while also driving commercial viability for continued reinvestment. The ideal candidate boasts a track record of accomplishment in private clubs, proprietary clubs, or golf resorts, with expertise in golf operations and operational excellence. If you excel in elevating member satisfaction, driving commercial growth, and leading teams to success, we invite you to apply.

ABOUT BOYCE HILL GOLF CLUB

Founded in 1922, Boyce Hill Golf Club stands as a cornerstone of the golfing community in Essex, England. As a member's club, it boasts a thriving membership and a vibrant social community, fostering a sense of camaraderie among its members. Renowned as one of the premier golf clubs in Essex, BHGC has earned its esteemed reputation through a combination of exceptional facilities and a commitment to excellence. Designed by the highly regarded golf course architect, James Braid, the 18-hole course offers a challenging yet enjoyable experience for golfers of all levels.

Over the years, BHGC has continuously reinvested in its infrastructure, with significant rounds of investment directed towards both the clubhouse and the golf course itself. This ongoing commitment to improvement ensures that members and guests alike can enjoy top-notch amenities and playing conditions.

While visitors and guests are warmly welcomed, Boyce Hill Golf Club remains true to its roots as a member's club, with a focus on providing an exceptional experience for its members. Whether teeing off on the meticulously manicured fairways or socializing in the clubhouse, Boyce Hill offers a welcoming and inclusive environment where golf enthusiasts can come together to enjoy the sport they love.

BOYCE HILL GOLF CLUB BY THE NUMBERS

- At present, there are approximately 798 members in all categories with 35 on a waiting list
- £1,250 Joining fee for full member
- £1,760 Annual subscriptions for full member
- Approximately £1.4M total revenue
- Approximately £980K total membership revenue
- Approximately £290K Beverage volume (catering is outsourced)
- Approximately 16 full-time + Franchised Caterer + Retained Golf Professional + Part Time Casual Staff
- Approximately 35,000 rounds of golf are played annually
- The Head Professional owns and is responsible for stocking the Golf Shop – The Club owns the building and is responsible for maintaining the building
- Club POS System: Club V1 used for Membership / Comps / EPOS
- Club Accounting System: Sage
- There are 8 Board Members – The Chairman serves a 5-year term with the option to stand for re-election for a second term of 4 years. Current Chairman 2 years into the initial 5-year term.
- Term of Board Members: 3 years – up to three terms so max 9 years

BOYCE HILL GOLF CLUB WEB SITE: www.boycehillgolfclub.co.uk

GENERAL MANAGER POSITION OVERVIEW

As the General Manager of Boyce Hill Golf Club, he/she will assume a pivotal role in shaping the club's success and reputation. Reporting directly to the Board of Directors, the GM's responsibilities encompass overseeing all facets of club operations, including team development, strategic planning, and ensuring an exceptional experience for members and guests.

The new leader will be instrumental in nurturing and mentoring a cohesive team, fostering a culture of excellence, collaboration, and continuous improvement. Through guidance, training, and mentorship, the GM will empower each team member to reach their full potential, ensuring that the club operates at the highest standards of professionalism and service.

Collaborating closely with the Board of Directors, the GM will contribute valuable insights and recommendations to develop and implement strategic plans aligned with the club's vision and goals. Strategic experience will be instrumental in driving the club's long-term success and sustainability, identifying new growth opportunities, and mitigating potential risks.

In overseeing the club's food and beverage operations, the GM will ensure that the hospitality experience reflects the club's reputation for excellence and exceeds member expectations. The GM will supervise golf operations, maintaining high standards of course maintenance and presentation to enhance the playing experience.

A focus on commercial success will involve developing and implementing strategies to drive revenue growth while maintaining financial sustainability. This includes sound financial management practices, close monitoring of financial performance, and the implementation of cost-saving measures where necessary.

Central to the role is the delivery of an exceptional experience for club members, prioritising their needs and preferences in all aspects of club operations. Building strong relationships with members and seeking feedback will be integral to continually improving offerings and services.

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 BHGC and 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 execute 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 BHGC; anticipates 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 can 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 BHGC.
- 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, 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 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 BHGC, recognizing a continued desire to ensure that goals, objectives, accountabilities, and responsibilities are 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-centric, 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.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM, CCE, or PGA are encouraged but not required.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package including association membership.

INSTRUCTIONS ON HOW TO APPLY

Please upload your CV 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 CV or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Mr. Grant Beglan, Chairman, and clearly articulate your alignment with this role why you want to be considered for this position at this stage of your career, and why BHGC and the Essex 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, 16th May 2024. Candidate selections will occur in late May with the first Interviews expected in late May 2024 and the second interviews a short time later.

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

“Last Name, First Name - CV” &

“Last Name, First Name - Cover Letter – Boyce Hill 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 CV and cover letter.

If you have any questions, please email Patty Sprinkle: patty@kkandw.com

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