

## **GENERAL MANAGER PROFILE: THE CLUB AT BALSAM MOUNTAIN SYLVA, NC**

### **GENERAL MANAGER AT THE CLUB AT BALSAM MOUNTAIN**

The Club at Balsam Mountain, a distinctive member-owned mountain community club in Sylva, North Carolina, seeks a General Manager who combines approachable, hands-on leadership with strategic vision and operational expertise. The ideal candidate will bring broad experience in private club management, particularly in food and beverage, membership recruitment and retention, team development, financial planning, and member engagement, while embracing the Club's relaxed, high-quality culture. This leader will work in close partnership with a seasoned management team to preserve Balsam's welcoming atmosphere while inspiring innovation and creativity to elevate the member experience. Success in the role will require exceptional interpersonal skills, a commitment to accountability, and the ability to align the Club's evolving needs with its long-term strategic priorities. The GM will collaborate with the Board to strengthen governance clarity, foster sustainable membership growth, and help guide the Club into its next chapter of thoughtful development, growth, community connection, and continued refinement.

This is a tremendous opportunity for someone who thrives in a seasonal mountain community and enjoys an active, outdoor lifestyle. For a hospitality professional with impeccable leadership, high-touch service standards, and a high level of emotional intelligence—someone who can foster meaningful relationships across all constituencies—this is among the finest opportunities of its kind, set within an extraordinarily beautiful and naturally inspiring environment.

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

### **ABOUT THE CLUB AT BALSAM MOUNTAIN AND COMMUNITY**

The Club at Balsam Mountain is the vibrant heart of Balsam Mountain Preserve, one of America's most exclusive and naturally stunning mountain communities. Nestled between the quaint towns of Sylva and Waynesville, North Carolina, this private, 4,400-acre enclave offers a rare combination of luxury living and unspoiled wilderness in the scenic Blue Ridge Mountains. At an average elevation of 3,500 feet—and rising to a breathtaking 5,400 feet—residents enjoy cooler temperatures, panoramic vistas, and access to an unmatched lifestyle rooted in nature, wellness, and refined mountain living.

At the center of the community is the Arnold Palmer Signature Golf Course, celebrated as one of the finest mountain courses in the country. Carved seamlessly into the terrain, this championship course provides both challenge and visual splendor, making it a premier draw for golf enthusiasts.

The Club at Balsam Mountain is more than a golf destination—it's a hub for recreation, relaxation, and community connection. Members enjoy world-class amenities including a private equestrian center, an extensive wellness program with a spa, fitness center, and swimming pool, and a rich culinary offering through the Summit House restaurant and the more casual Mine Tavern. The Club also features historical gathering sites and a Nature Center that connects residents to the land's rich biodiversity.

One of the most defining features of Balsam Mountain Preserve is its deep commitment to conservation. Of the 4,400 acres, 3,200 are protected under a permanent land trust, ensuring that the natural beauty and ecological integrity of the region remain intact for generations to come. This preservation ethos also supports over 40 miles of private hiking and equestrian trails and provides access to heritage trout streams—some of the best fly fishing waters in North America.

The community itself reflects rustic elegance, offering a wide array of real estate options from estate homes and village residences to cozy cabins and luxurious cottages. With only 354 homes planned, Balsam Mountain Preserve maintains a sense of seclusion and serenity while fostering a tight-knit, vibrant community.

Whether it's riding horses at dawn, hiking through pristine forest, dining with friends as the sun sets over the peaks, or simply enjoying the stillness of nature, The Club at Balsam Mountain offers an exceptional blend of outdoor adventure and luxury living in one of North Carolina's most treasured landscapes.

#### **THE CLUB AT BALSAM MOUNTAIN BY THE NUMBERS:**

- 185 member families, currently, with a total cap of approximately 450 member families
- \$90,000 Initiation Fee
- \$20,700 Annual Dues
- \$4.1M Gross Operational Revenue
- \$2.5M Approximate Annual Dues Volume
- \$582,000 Approximate F&B volume
- 90% a la carte; 10% private parties
- 28 Full-Time Employees; 30 seasonal
- \$2.6M Approximate Gross Payroll (excluding H2B, est. \$360,000)
- 65 Average age of members
- 7 Board Members serving 3-year terms
- Club Accounting and POS Systems: Jonas

**THE CLUB AT BALSAM MOUNTAIN WEBSITE:** [www.balsammountainpreserve.com](http://www.balsammountainpreserve.com)

#### **GENERAL MANAGER – POSITION OVERVIEW**

The General Manager of The Club at Balsam Mountain serves as the visible, engaged, and emotionally intelligent leader of this distinctive, member-owned mountain community club. This individual sets the tone for a culture of collaboration, respect, and service excellence—providing members and guests with warm, authentic interactions and consistently high-quality experiences across all Club facilities. The GM will lead a broad array of offerings including a top-rated golf course, outdoor recreation, equestrian, fitness and wellness, racquet sports, and creative social programming. Just as importantly, the GM will work closely with the Board of Directors and key committees to define and maintain strong governance practices and strategic alignment.

The new GM will follow a respected predecessor, stepping into a role where continuity, professionalism, and a commitment to community are key. Early success will depend on the GM's ability to listen, learn, and engage with members and staff while preserving the laid-back, high-quality culture that defines Balsam. The GM must be highly visible and sincerely "present," earning trust through daily interactions and setting a positive example for a seasoned team. Fostering membership growth and engagement—particularly through innovative offerings and authentic relationship-building—will be a primary objective. Equally critical is the GM's ability to empower department heads, reinforce clear accountability, and champion a member experience rooted in excellence and hospitality.

Finally, the GM will serve as a strategic partner to the Board and an ex-officio member of key committees, contributing to long-range planning, membership growth, and overall operational sustainability. Success in this role demands emotional intelligence, self-awareness, and a balanced leadership style that builds trust, fosters transparency, and promotes alignment across all constituencies—including the Club membership, Community Association, the Trust, and Developer Partners.

#### **INITIAL PRIORITIES OF THE NEW GENERAL MANAGER**

- Get to know the members, their families, and the employees. Listen, learn, and observe to get a feel for the existing culture of the Club.

- Assess and refine the “Balsam experience,” establishing standards of excellence and creating expectations for the team to follow across departments, as well as upholding a culture of accountability.
- Continue to build on a positive culture for the food and beverage team, instilling the core values and training according to the standards of operation embraced by The Club at Balsam Mountain.
- Objectively review all member programming and events. Collaborate with the Team to drive new opportunities for creativity and innovative offerings, to further drive member engagement and participation.
- Partner with the Board to continue to develop a long-term strategy for membership growth, retention, and engagement, as well as a long-term strategic vision for facilities and amenities, and financial sustainability.
- Effectively build relationships with the Community Association, the Trust, and Developer Partners; work to foster a culture of collaboration, communication, and transparency across entities to create more synergy.
- Work with the Board to create the necessary framework to mature club governance and make strides in the efficiency and effectiveness of the Board and Committees.
- Assess and evaluate existing human resources practices as well as membership processes and procedures; implement a performance management process with metrics of success across the various departments and develop a comprehensive new member onboarding program to seamlessly integrate new members into the Club.
- Review the current organizational chart. Assess the operational needs and ensure that the appropriate resources are allocated in the right areas. Make recommendations to the Board for necessary changes.
- Create a “State of the Club” report to the Board after ninety days of evaluation and observation, providing keen insights and recommendations for procedures, staffing, programming, and other key processes within the Club.

## **CANDIDATE QUALIFICATIONS**

- A minimum of 5-7 years of verifiable, progressive leadership and management experience in a private club community and/ or luxury hospitality environment. NOTE: While having a preference for those who have experience in the General Manager or GM/COO role, those current Assistant General Managers or Club Managers at well-recognized clubs, with verifiable records of achievement, will be considered for this role.
- Strong general management skills with verifiable strengths in team development, financial stewardship, diverse recreational amenity management, exceptional member/guest service programming, strategic planning, project management, and most importantly, the ability to consistently define and achieve goals and objectives.
- Be a highly engaged, visible, and dynamic leader with a passion for service excellence who can impart an appropriate culture of consistent, quality service and attention to detail. Someone who is “hands-on,” but who works strategically and can clearly communicate strategy and expectations to the team they naturally mentor.
- The ability to innovate and think outside of the box, to take thoughtful risks to enhance member satisfaction, is highly desirable.
- Exceptionally strong communication and facilitation skills, both in writing and verbally, along with the appropriate personal presence, desire, and ability to interact effectively before diverse constituencies of members, staff, vendors, and other people who are part of the success of the Club.
- Someone who is equally at ease in developing relationships with all demographics of members, as well as the various constituencies that exist within the community.
- Exhibit financial and budgeting acumen with prior significant P&L responsibility, as well as a true understanding of the balance sheet, member equity, capital reserve strategies, and cash flow.
- Possess strong organizational skills and an obsession with covering the details necessary to consistently achieve high levels of quality, satisfaction, and outstanding member experiences.
- An understanding and knowledge of governance best practices in high-functioning club operations will be essential to the role.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

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

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

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

## **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 resume and cover letter in the order listed using the link below. When prompted for them during the online application process, you should have your documents fully prepared to attach. Please be sure your image is not on your resume or cover letter; it should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Ms. Jayne Parker, Search Committee**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why The Club at Balsam Mountain and the Sylva, NC area will benefit you, your family, your career, and the Club if selected.

**You must apply for this role as soon as possible but no later than Tuesday, July 1, 2025. Candidate selections will occur in early July, with the first Interviews expected later in the month and the second interviews a short time later. The successful candidate should assume his/her role as soon as possible but no later than October 2025.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Balsam Mountain”

(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 Alice Stevens: [alice@kkandw.com](mailto:alice@kkandw.com)

### **Lead Search Executives:**

Marcie Mills, CCM

Search & Consulting Executive

O: 833-KKW-HIRE (559-4473) Ext. 716

M: 484-577-6762

[marcie@kkandw.com](mailto:marcie@kkandw.com)

Kurt D. Kuebler, CCM, CMAA Fellow

Partner,

O: 833-KKW-HIRE (559-4473) Ext. 701

[kurt@kkandw.com](mailto:kurt@kkandw.com)