

## **GENERAL MANAGER PROFILE: RENAISSANCE GOLF CLUB HAVERHILL, MA**

### **THE GENERAL MANAGER OPPORTUNITY AT RENAISSANCE GOLF CLUB**

Renaissance Golf Club (RGC or Renaissance) is a well-regarded golf club located in the greater Boston area. This role is a tremendous opportunity for a leader to provide innovation, energy, and entrepreneurial leadership to an already well-performing club. Renaissance has a history of stability and continuity in most departments and is looking for a dynamic hospitality professional leader to take on the top role at this active, golf centric club operation.

Renaissance Golf Club is owned by Southworth Development, an ownership group with several clubs around the country, as well as in the Bahamas and Scotland. This is a great opportunity to join a growing company looking to continue to elevate services, programming and further injecting an entrepreneurial mindset into overall operations. Truly a local 'neighborhood club', Renaissance enjoys a 'Cheers-like' environment with great camaraderie amongst its younger trending family-oriented membership and is looking for a leader who enjoys being actively "front facing" and who develops strong relationships with the local community. The current General Manager is moving to a corporate role and will be a key resource for the incoming GM.

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

### **RENAISSANCE GOLF CLUB AND COMMUNITY**

Renaissance Golf Club opened in 2005 on 197 acres in the rural section of Haverhill, MA and enjoys a great reputation for its 18-hole Brian Silva designed course, known for consistently high levels of conditioning. Silva has also conducted celebrated renovations at dozens of Americas most revered courses, carefully restoring the vintage elements of Donald Ross designs (Seminole, Biltmore Forest, Augusta CC), C.B. Macdonald/Seth Raynor designs (Charleston, St. Louis) and two original A.W. Tillinghast courses (Alpine, Baltimore Five Farms). He is considered one of America's foremost experts on the work of these great designers from golf's Golden Age of Architecture.

The Club's 30,000 sq. ft clubhouse was nominated by Golf Inc. Magazine for its "Clubhouse of the Year" award and features a Members' Grille, eight guest sleeping rooms, a grand ballroom for weddings and significant events, along with several other dining and meeting spaces including outdoor dining. Additionally, the Club has a golf simulator room for winter practice, a fitness area, and a billiards room. The Golf Shop and cart storage is in an adjacent building next to the practice range.

Plans are in place to renovate this winter to add a 19<sup>th</sup> hole space along with renovating the Grille Room area to further provide members' additional easy gathering and camaraderie space.

Complementing these spaces is a well-appointed pool complex with a zero-entry pool, the Oasis Café, a poolside retro-style food truck and multiple cabanas. Two tennis courts are located adjacent to the pool.

The Club hosts an active and busy summer "Camp Renaissance" that was created to give children and grandchildren the opportunity to meet new friends and enjoy golf and tennis instruction, pool activities, along with nature walks, gardening, and other games.

Membership at all Southworth Clubs provides reciprocal privileges at Willowbend CC on the Cape, Creighton Farms of Washington, DC, The Village at Machrihanish Dunes in Scotland, and The Abaco Club on Winding Bay in the Bahamas.

## **RENAISSANCE GOLF CLUB BY THE NUMBERS:**

- Approximately 400 total memberships in all categories
- \$30,000 initiation fee for a full membership with annual dues of \$11,500
- Approximately \$6.2M Gross Revenue \$2.9M Annual Dues
- Approximately \$1.7M F&B Sales
- The percentage of Ala Carte Revenue is 30% to Catering Revenue 70%
- Annual Rounds of golf are approximately 20,000
- There are approximately 60 FTE Employees, and an additional 40 part-time seasonal employees.
- The club uses JONAS for its accounting and POS systems
- The Club is organized as a for-profit corporation
- The GM reports to the Southworth VP of Operations and the ownership group; there are no committees, but an Advisory Board of appointed members
- Average age of members is 52, with many young families joining in recent years

**RENAISSANCE GOLF CLUB WEBSITE:** [www.Renaissancegolfclub.com](http://www.Renaissancegolfclub.com)

## **GENERAL MANAGER POSITION OVERVIEW**

The General Manager (GM) assumes all operational leadership responsibilities of the club and works closely with the VP of Operations to ensure consistency in member and staff experiences in all areas of the club operations---golf, F & B, events, pool/aquatics and member programming, while continuing to drive top line growth and bottom-line performance. At Renaissance Golf Club, this position is one that requires exceptional diplomatic graciousness and charisma along with a high degree of visibility and a strong, personalized service perspective and servant's heart, a personification that is critical for all team members to emulate. Critical to the new GM's success is the intuitive sense to be "present," and to sincerely engage with every generation of family member and their guests, being highly approachable and appropriately interactive, but also to ensure that a high degree of decorum and furthering a positive club culture; being a strong "builder" of culture through his/her actions and style is a critical success factor.

The ideal candidate has a great degree of "polish," an intuitive "gravitas" about himself/herself and recognizes the need to be fully engaged and fully committed to the Club in the especially busy summer and shoulder season months. Additionally, he/she must recognize the importance to be involved in the community as a representative of Renaissance Golf Club, which is helpful to drive events and membership.

The GM is responsible for the creation, implementation and consistent maintenance of all service standards and processes while providing vibrant, innovative, relevant, energized, and respectful leadership for key managers and staff.

The GM will be responsible for ensuring top level products and services are delivered but maintaining fiscal responsibility and adhering to agreed upon budgets. Creating and implementing a stronger Performance Management System of goals, priorities and accountability is desired. Importantly, the "season" at Renaissance is intense and requires a strong personal commitment by the GM as there are typically 15 – 20 Monday outings, and full array of activities throughout the summer and a need to be an active, accessible, and "present" leader during those busy times. Great opportunity to rebalance occurs in the off season.

The GM must be a proactive part of the process of talent acquisition and retention, membership orientation and membership activities/services programming, ensuring that each of these areas of focus consider current and future membership demographics. Additionally, he/she must recognize that all amenities at Renaissance need to be commensurate with most members' expectations, and that his/her primary mission is to determine and ensure quality levels are provided in every department.

Ownership is looking for the GM to be proactive in identifying, researching, recommending, and supporting key strategic and operating objectives and capital projects, recognizing that it is his/her responsibility to be an active thought partner with the senior executives of Southworth.

As with most innovative, high-performance clubs, the need to continually improve existing member services and introduce new programs and activities to enhance member satisfaction and the overall value of membership at Renaissance is a critical success factor, and much of this has historically been driven by exceptionally well-done events

and functions. The GM must have a natural interest in being involved in the planning and execution of such events, working closely with a strong group of Senior Staff to ensure that the details of success and expectation are consistently covered. Having clear passion for the role, Renaissance Golf Club and its membership, the area and the team's success is critical.

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

- Establishing a strong, collaborative relationship with Ownership and key corporate executives that is built on trust and transparency along with open communications, responsiveness and innovative.
- Meeting and sincerely interacting with and engaging as many members as possible. Building trust, scheduling interactive times, and following up on details. Being present and front-facing and involved in all operations, especially in member high usage areas/times, is very important. Determining how to ensure the Club's history of positive member experiences continue at a high level and where they may be even further enhanced.
- Spending time with and getting to know the team, their abilities and aspirations and furthering their already strong mutual respect and collaborative approach to supporting one another and the Club's overall mission while also advocating for their success. Ensuring that a strong, collaborative esprit de corps is in place and supported by the key departmental leaders and their supporting staff.

#### **CANDIDATE QUALIFICATIONS**

- A minimum of 5 - 7 years of verifiable, progressive leadership and management experience in an active, private member-owned club or luxury hospitality and service focused environment. NOTE: This is a role ideally suited for a 'rising star' leader who is ready to take on his/her first general manager role but is also ideal for more tenured leaders looking to join an expanding organization where future opportunity for growth is very likely when outstanding performance is identified and sustained.
- Has a familiarity of working in a large metropolitan area, ideally in the Northeastern portion of the Country.
- Strong general management and *leadership* skills with verifiable strengths in team development, recruitment and training, positive financial outcomes, systems and analysis, diverse recreational amenity management, exceptional quality food and beverage programming, exceptional member/guest service programming, and project management is desired, along with recognizable ability and history to build a strong and positive organizational culture.
- 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 Renaissance.
- Having a strong background in event development, planning and execution is desirable, as having a natural 'sales' ability, helping to grow revenues.

#### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A Bachelor's Degree from a four-year university or college is desirable, ideally in Hospitality Management.
- A CCM designation or similar accreditation outside of the club industry is desirable.
- Active within the Club Managers Association of America and supportive of other Senior Staff and their involvement in professional association and staff development. On-going professional development is important and demonstrating such efforts and interests on your own behalf over time is critical.

#### **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.

#### **CLUB COVID REQUIREMENTS**

This club does currently require staff to be fully vaccinated as a provision of employment and follows all requirements from New York State.

#### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The club, along with the typical 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. Bill Chrysler, VP of Operations, Southworth Development,** 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 Renaissance and the greater Boston 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 October 5, 2022. Candidate selections will occur in later October with first interviews expected shortly thereafter, with final interviews in November. The new candidate should assume his/her role as soon as reasonable, ideally in late 2022 or early 2023.***

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

“Last Name, First Name - Resume” &

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

(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](mailto:patty@kkandw.com)

**Lead Search Executive:**

Kurt D. Kuebler, CCM, CMAA Fellow  
Partner, KOPPLIN KUEBLER & WALLACE  
561-747-5213 – Jupiter, FL  
[kurt@kkandw.com](mailto:kurt@kkandw.com)

[www.kkandw.com](http://www.kkandw.com)