

GENERAL MANAGER PROFILE: THE CLUB AT SPRUCE PEAK STOWE, VT

GENERAL MANAGER OPPORTUNITY AT THE CLUB AT SPRUCE PEAK

An opportunity exists for candidates with a successful track-record of leadership and high-quality club operations management in private club or high-end establishments in the hospitality industry. We are conducting the General Manager search for an upscale, active year-round ski and golf club in Stowe, VT.

The General Manager (GM) shall be responsible for the proper management and execution of all of the Club's activities and operations. Working closely with the ownership group and the Managing Director of Spruce Peak, to whom he/she directly reports, the GM will be part of a highly engaged team of professionals that are dedicated to the continuous pursuit of excellence in all that they do! Continuous focus on incremental improvement in service, personalization of the experience and collaboration and coordination will be of great importance to one's success in this role. Unremitting refinement of concepts, execution, and innovation are innate characteristics that the GM will need in order to be successful.

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

THE CLUB AT SPRUCE PEAK AND COMMUNITY

Steeped in natural beauty, Spruce Peak is Stowe's only slope side destination, featuring luxury accommodations and year-round recreation. It's a place to discover all manner of passions, from alpine skiing and snowboarding to mountain biking and fly fishing; from rounds on either Stowe Country Club or The Mountain Course to course after course of mouthwatering fare, Spruce Peak has something for everyone.

Forged from a proud heritage of Green Mountain-loving families, The Club offers exclusive insider access for residents and members. Share member perks and curated events, from the fairways to the slopes with exclusive personalized service and family-friendly amenities (including kids club and adventure center). Mingle with members and residents (soon to be friends) over farm-to-table gatherings at our private Alpine Club House. Decompress within our 21,000 square-foot Spa & Wellness Center or pursue peak fitness at our state-of-the-art gym. Our club is where you belong. We can't wait to welcome you to our big, happy mountain family.

Spruce Peak offers guests over 250 beautiful guest stay options, including The Lodge, a luxurious 4-diamond resort at the center of The Village, our large luxury rental collection and the highly coveted Spruce Peak Penthouses. Each guest stay experience at Spruce Peak is designed to feel like it's truly a part of the mountain.

Dining at Spruce Peak will immerse you in the farm-fresh culinary scene of Stowe, a harkening back to our farming roots. Whether it's a cozy breakfast overlooking the slopes, a quick bite between runs or an indulgent candlelit dinner in our signature venue, we're passionate about delivering delicious, authentic dining experiences that reflect the rustic charm and natural beauty of Vermont's Green Mountains. Join our chefs for special interactive culinary events, where locally sourced artistry fills you with food and fun.

THE CLUB AT SPRUCE PEAK BY THE NUMBERS:

- \$10.5 Annual Revenue
- \$9M Gross volume Club
- \$1.7 Million Food & Beverage volume
- Resident Members 328 primary and 170 fractional
- 75 Employees (FTE)
- 36 Holes of Golf (2 campuses, 22,500 rounds annually)

THE CLUB AT SPRUCE PEAK WEBSITE: www.sprucepeak.com

GENERAL MANAGER JOB DESCRIPTION

We believe our members select The Club at Spruce Peak because of our caring and attentive colleagues who are focused on providing exceptional service and meaningful experiences. The Club General Manager is responsible for aligning organizational strategies with our operational strategies and service initiatives to meet the Club's business objectives. This is a highly visible role with exposure to Ownership and Corporate leadership and is best suited for an exceptional leader with excellent operational skills, relational skills, integrity, and accountability. Works closely with the Club Board of Governors and Spruce Peak ownership to achieve Club goals.

The Club General Manager is responsible for the financial, organizational, and reputational success of the Club business. This means leading strategically and tactically in the areas of organizational management and development; golf operations; programming and events; food & beverage operations and member services

This person works closely with the shared services departments of Finance, Facilities, Residential Services and Human Resources. They will report to the Managing Director, Spruce Peak.

Direct Reports:

- Director of Golf and Member Services
- Director of F&B
- Executive Chef
- Spa Director
- Business Manager
- Director of Agronomy

KEY ATTRIBUTES AND AREAS OF FOCUS

The successful General Manager will:

- Possess a demonstrated ability to lead others by setting a great example, being very even tempered, poised, persuasive and humble.
- Be a "Courageous Thought Partner" with the key team members as they continue to evolve.
- Recognize that "no dream is too big" when it comes to enhancing the operation and/or experience for the Members and their guests, the ability to conceptualize, articulate and, when appropriate, execute on such dreams is critical.
- Act as a positive, upbeat leader, who intuitively exemplifies the standards of decorum and has the experience necessary to meet the mission of The Club at Spruce Peak, proactively leading the team to provide world-class service and the highest quality in all that they do.
- Recognize that the role requires an active presence, with a five to six-day work week in-season, followed by an appropriate 'rebalancing' during the shoulder months when the Club is very slow.
- Maintain a sharp focus on the key priorities, goals and objectives that have been mutually established and reviewed in conjunction with the ownership group.
- Have ten years of experience in the hospitality field and a minimum of five years in a significant management role with proven results.
- Experience with managing and developing member programs and enhancing existing programs.

FINANCIAL MANAGEMENT/INFORMATION TECHNOLOGY

- Have sound financial management skills including the ability to oversee the preparation and management of annual operating and multi-year capital budgets supporting the strategic and tactical initiatives and expectations that s/he has established.
- Responsible for achieving the Club's revenue and profit goals
- Coordinate specific objectives of the plan with all the functional departments of the core related company to include Guest Services, Food and Beverage and Golf Course Maintenance
- Develop business reporting, consolidating financial information from all departments for daily reporting.
- Be skilled and experienced with inventory and cost controls, vendor relations and negotiations.

MEMBER SERVICES

- Ensure that member satisfaction is always the first priority. Be a consistent and positive force behind the creation and continuous enhancement of all aspects of The Club at Spruce Peak.
- Be experienced in and a catalyst for identifying new programs/services and enhancing existing programming for members and their guests to increase club usage, member satisfaction, and member retention.
- Ensures the Club Membership enrollment process is complete and records Membership profile information

EMPLOYEE RELATIONS

- Recognize, respect, and support the contributions of key managers and staff. Ensure that appropriately skilled and competent departmental managers are in place for all key positions and that each of them does the same in their respective areas of responsibility. Set standards of performance for all departments and hold them accountable for maintaining these standards.
- Maintain an environment and overall atmosphere for management/staff that promotes and values appropriate and responsible contributions to the Club's success. Ensure that all staff are focused on positive, supportive relationships amongst themselves and with the membership.
- Provides leadership to personnel through effective goal setting, delegation, and communication. Maintains a good information flow and ensures personnel are thoroughly and timely informed of changes. Conducts meetings to inform, train, and seek solutions to identified problems. Ensures employees understand Club policies and procedures and the importance of superb member service.
- Promotes teamwork and management through empowerment. Encourages employee involvement, suggestions and problem-solving.

CLUB AMENITIES

- Provide an exceptional golfing experience for members and guests with service levels, programming and course conditions of the highest quality.
- Oversee concierge services
- Oversee all golf programs and activities
- Assist with merchandising program and presentation of the golf shop
- Work closely with the Golf Course Superintendent to coordinate turf care practices and course closures along with daily play and tournament set up

QUALITY HOSPITALITY – EXPERIENCE

- Ensure that the residential experience, from reservations to shuttle, check-in through checkout and shuttle to the airport are flawless.
- Implement and support programs to enhance product and service at a four/five-diamond level.
- Institute a program of regular inspections to see that standards are maintained.
- Responsible for delivering personalized experiences based on member preferences and history.

FOOD AND BEVERAGE

- Demonstrated experience successfully managing Food & Beverage operations.
- Assure excellent food and beverage production and service for all outlets.
- Consistently provide superb dining and other food and beverage experiences for the Club members and guests.
- Provide the opportunity for "Special Events" to members and guests.
- Develop and enhance consistent training programs for all food service personnel, working as necessary with the managers directly responsible for those operations; has a passion and aptitude for teaching and training.
- Establish and consistently enhances quantity and quality operating standards for personnel in areas of responsibility, and consistently evaluates their knowledge, understanding, and execution to these standards.
- Develop financial metrics to monitor goals and objectives in F&B operations.

IN SUMMARY, KEY ATTRIBUTES AND AREAS OF FOCUS ARE:

- Deliver an experience to members and guests that exceeds their expectations.
- Effective financial management skills through oversight of annual operating and capital budgets.
- Sincere and consistent member and staff engagement.

- Attentiveness to member services, programming and satisfaction.
- Process driven leadership; setting standards of performance and execution and ensuring that they are consistently maintained is critical.
- Ensure a strong team through good hiring, training, communication, and developing a culture of teamwork.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Bachelor's Degree required, preferred major in Hospitality, Finance, and/or Business management.

CLUB COVID REQUIREMENTS

Vaccination is not required, but strongly encouraged as a provision of employment

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA benefits, offers an excellent benefit package.

The Club at Spruce Peak is an Equal Opportunity Employer

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 The Club at Spruce Peak search committee/Mr. Scott Huntsman, Managing Director 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 CSP and the Stowe, VT 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 Tuesday, September 13, 2022. Candidate selections will occur mid-September with first Interviews expected in October 2022 and second interviews a short time later. The new candidate should assume his/her role in late October.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter - The Club at Spruce Peak"

(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 question, please email Katy Eliades: katy@kkandw.com

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