



ABOUT WETHERSFIELD COUNTRY CLUB

Wethersfield, CT | Established in 1916 during the “Dawn of American Golf”, and located in central Connecticut, Wethersfield Country Club has existed for over 100 years as one of Connecticut’s most historic golf courses with perhaps the richest golf history in Southern New England and a strong commitment to the present and future of its membership. Coined by Hartford Times Editor Skip Henderson as the “Club of Champions”, becoming a member of WCC doesn’t just make you a member, it indoctrinates you into an elite part of golfing history.

Arnold Palmer won his first PGA tour event at Wethersfield in 1956 and in the previous year in 1955 Sam Snead won by the largest margin of victory of 7 strokes, and they are not alone, the list goes on. Bob Zaiman, a sports writer for the Hartford Courant once said, “Anything happening in Connecticut golf was happening at WCC.”

The course, originally designed by Robert D. Pryde, has a traditional feel amongst the lush rolling hills and stately trees that will transport you into its timeless beauty. It is well maintained with sprawling fairways and challenging greens that will test players but treat them fairly whether you’re a scratch golfer or a high handicap player. The practice facilities are extensive and feature the Golf Learning Center where the club offers video, private, playing, and group lessons and various clinics run by PGA Professionals.

WCC provides a variety of dining and event spaces for members and guests, including a formal dining room, ballroom, full-service bar, and meeting areas. The Clubroom offers an intimate setting with scenic views for family dinners, business meetings, or small celebrations. The Ballroom serves as an elegant venue for special events, while the Main Dining Room, with its expansive windows overlooking the first tee, accommodates larger gatherings such as reunions and banquets.

CLUB DETAILS

Ownership: Private, Member-owned, Equity, Non-profit

Total Members: 400

Total Annual Revenue: \$3M

Total Annual F&B Revenue: \$600,000

Number of Holes: 18, designed by Robert D. Pryde

Golf Carts: 55

Caddie Program: No

Primary Season: March - November

Practice Facilities: Driving Range & Putting Area

POSITION OVERVIEW

Title: General Manager

Reports to: Board of Directors

Supervises: Controller, Executive Chef, Dining Room Manager, Superintendent, Head Golf Professional

Position Description: The General Manager is dedicated to creating a lively and welcoming environment for members while maintaining exceptional standards of service and quality. This position focuses on fostering meaningful member connections through personalized interactions, ensuring each experience reflects the club's culture and traditions. The General Manager leads and develops a team of hospitality professionals, cultivating a positive and growth-focused atmosphere that promotes staff excellence and commitment. Moreover, this role plays a pivotal part in enhancing the club's food and beverage offerings by partnering with the culinary team, refining service standards, and continually elevating the ambiance to surpass members' expectations.

ESSENTIAL JOB FUNCTIONS

- Highly visible and accessible to members and staff
- Manage daily operations while guiding the club's strategic vision.
- Recruit, develop, and inspire talented department leaders and service staff dedicated to the club, its members, and exceptional service standards.
- Ensure exceptional quality and service in food and beverage operations.
- Uphold strong financial stewardship of the club's resources.
- Foster a culture of service excellence centered around member satisfaction.
- Stay informed about industry trends and champion a growth mindset to drive progress for the club and team.

DESIRED SKILLS

- **Leadership and Staff Development:** Strong leadership skills, including team and culture building, are crucial. The GM should have a strong network and ability to attract, train, and develop a high-performing team, implement service standards and processes, and empower team leaders to manage their departments while holding them accountable to budgets.
- **Culinary Operations:** Strong understanding and experience in culinary operations are critical to the success of the next General Manager, specifically the ability to implement cost controls, improve front-of-house and back-of-house processes, innovate menu design, successfully execute member and outside functions, and improve overall service standards, menu options, consistency, and member satisfaction.

- **Financial Management & Business Acumen:** Responsible financial management is emphasized, including managing budgets that are updated regularly. The GM should possess solid business acumen, technology prowess, and experience in implementing controls to enhance financial performance.
- **Strategic Vision and Planning:** The ability to see the big picture, identify trends, and guide a long-range planning process. The GM must align with the board's vision and translate it into financially responsible actions that support the club's growth.
- **Communication and Adaptability:** Establishing clear communication channels and maintaining flexibility to adapt to various situations are important. Being able to effectively communicate and disseminate information to the Board, Members, and Staff is vital for smooth operations and overall satisfaction.
- **Member Engagement:** The GM should be solution-oriented, trustworthy, and capable of listening to the member base, adjusting to their needs to enhance the overall member experience.

The new General Manager would be considered successful after the first year by fostering a cohesive, budget-conscious team, ensuring smooth operations, achieving financial responsibility, and enhancing member satisfaction, with noticeable improvements in food and beverage services.

CRITICAL AREAS OF FOCUS

Culinary Operations: With a focus on enhancing the overall dining experience, a new leader needs to bring fresh ideas to improve menu offerings, optimize kitchen efficiency, and ensure top-tier service. Key areas of focus should include strengthening relationships with local suppliers for fresher, high-quality ingredients, streamlining operations to enhance consistency, and expanding the culinary team's skill set through training and development. Additionally, focusing on member feedback and innovative culinary trends will help create a dynamic, forward-thinking food and beverage program that attracts and retains members, further elevating the club's reputation and appeal.

- **Leadership and Teamwork:** Ability to attract, train, and retain a high-performing service staff that delivers an exceptional private club dining experience. By implementing targeted recruitment strategies, the GM can ensure the hiring of individuals who align with the club's values and commitment to excellence. Additionally, fostering an environment of continuous learning through tailored training programs will equip staff with the skills and knowledge necessary to provide top-tier service. Retention strategies, such as creating a positive work culture, offering growth opportunities, and recognizing outstanding performance, will help maintain a motivated and dedicated team. With a strong service staff in place, the GM can elevate the dining experience, enhancing member satisfaction and the overall success of the club's culinary offerings, educating the membership and staff on efficient club operations, and demonstrating leadership that enhances staff morale and development.
- **Member Engagement:** Creating and maintaining a warm, welcoming, and professional member experience is crucial. The GM should focus on ensuring that the member and staff interactions and experiences are consistently positive, professional, respectful, and accommodating.

- **Financial and Budget Management:** Possess strong financial oversight and budgeting skills to effectively manage the club's daily operations while also planning for long-term sustainability. With a keen eye on controlling costs, optimizing revenue, and making data-driven decisions, the GM can ensure the club's financial health remains robust. At the same time, they must strategically plan for future growth, balancing immediate needs with investments that enhance the club's facilities, services, and member experience, securing long-term success and stability.

SUCCESS AFTER ONE YEAR

- **Leadership & Engagement:** The ability to seamlessly step into the role, introduce innovative ideas, and earn the respect of both employees and members is essential for success. Strong business management and leadership are key to fostering a cohesive, positive, and welcoming environment. To ensure alignment with member expectations and continuous improvement, the General Manager should implement regular membership surveys and conduct frequent staff meetings, both one-on-one and weekly team sessions, to gather valuable feedback. This open communication fosters a culture of transparency, empowers staff to voice ideas, and ensures the club's leadership remains responsive to the needs of both members and the team, driving long-term engagement and satisfaction.
- **Staff Development:** Dedicated to training and developing a high-performing team capable of meeting and exceeding the expectations of the club's members. This involves implementing clear standards of service that align with the club's values and member expectations, ensuring consistency and excellence across all areas of operation. Provide continuous education and training opportunities, including shadowing industry competitors and learning from culinary experts to stay at the forefront of trends and best practices. By fostering a culture of professional growth and setting high standards, the GM will empower the team to deliver exceptional service and create memorable experiences for members, enhancing the club's reputation and success.
- **Operational Excellence:** Achieving the goals set by the board, particularly in significantly enhancing culinary operations, is critical to the club's immediate and long-term success. A focus on operational efficiency, coupled with a commitment to exceptional quality, will help meet the high standards expected by members. Additionally, the General Manager must stay ahead of future trends, continuously adapting to evolving member preferences and industry innovations. By guiding long-term planning with a vision for sustainability, the GM will ensure the club's operations remain robust and relevant, positioning the club for continued success and growth in the years to come.
- **Financial Stability and Growth:** Achieving a break-even or profitable status for the club through responsible financial management is crucial. Growth in membership and sustaining financial stability are key indicators of success.
- **Cultural Building and Clear Communication:** Success entails solidifying and building a culture characterized by clear communication and expectations flowing seamlessly from management to support staff.

EXPERIENCE AND QUALIFICATIONS

Including, but not limited to, the following:

- A bachelor's degree is preferred with a focus on hospitality management.
- Industry certifications including CCE, CCM, CMC, or PGA are preferred.
- Minimum of 3-5 years of experience in a hotel, resort, or private club setting.
- Verifiable record of the development of staff and intuitive mentoring.
- Proficient in Point of Sale systems, Microsoft Office, and any other hospitality applications that effectively enhance the operation and member dining experience.

COMPENSATION AND BENEFITS

The club will provide compensation and benefits packages commensurate with experience and qualifications.

APPLICATION INSTRUCTIONS

All applications **MUST** be submitted through the PGA of America's Career Services Department as described below. Please address all correspondence to - **Wethersfield Country Club Selection Committee**. Combine your cover letter, resume, references, and any supporting documents into one (1) PDF document with the following file naming convention: **Last Name, First Name, Wethersfield Country Club, General Manager**

Resume deadline is January 26, 2025 at 11:59 pm Eastern Time

Click on this link to apply: [Wethersfield Country Club - GM Opportunity](#)

If you have any questions, please contact Kathy Grayson - kmgrayson3@gmail.com or Scott Kmiec - skmiec@pgahq.com with PGA Execusearch.