

## **GENERAL MANAGER PROFILE: HOBE SOUND GOLF CLUB HOBE SOUND, FL**

### **GENERAL MANAGER OPPORTUNITY AT HOBE SOUND GOLF CLUB**

The General Manager role at Hobe Sound Golf Club (HSGC) is an opportunity to join a smaller membership, very golf-centric Club with a highly regarded golf course and a desire to continue to elevate the overall member experience. One of the few “no tee times” clubs in a crowded and competitive area for quality golf, HSGC is desirous of moving to a true ‘first time’ General Manager coordinated and led operation and needs someone eager to be part of this transition.

Located in southern Martin County, Florida, and surrounded by well-known golf clubs, HSGC appeals to members looking for a quality, personalized experience. The Club is committed to enhancing clubhouse facilities areas to help elevate food and beverage and social experiences as a key complement to its golf focus. Having the skills and style to help the Board and senior staff transition to this model, as well as working closely with volunteer leaders on the slated capital projects is an early focus of the successful candidate.

Hobe Sound is quickly becoming viewed as the next golf capital of Florida with at least 8 quality courses currently under construction or being planned, and the area is known to be far less congested than its Palm Beach counterparts, with quality and cost of living being further advantageous. Hobe Sound Golf Club is looking for a leader to help ensure the Club is viewed as a primary ‘choice’ for future members in this market.

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

### **ABOUT HOBE SOUND GOLF CLUB**

A hidden gem on Florida’s East Coast, Hobe Sound Golf Club is nestled in the sleepy coastal town of Hobe Sound, on Florida’s Treasure Coast in southern Martin County, and the gateway to world-famous Jupiter Island.

The course, clubhouse, and residential community cover 235 acres of pristine real estate. The campus is two miles from Hobe Sound Beach and only minutes from desirable destinations in Palm Beach and Stuart.

Hobe Sound Golf Club is a member-owned, private club featuring a magnificent 18-hole golf course recently renovated with the oversight of Tom Fazio II. Nestled among preserved wetlands and massive oak hammocks, the tips provide a 7,150-yard course that poses an enjoyable challenge for all levels of play.

The Club prides itself on presenting golf the way it should be, an impeccably maintained course with limited memberships and no tee times which means easy access to the course for members and their guests. Few clubs enjoy the sense of camaraderie found at HSGC, one of the most welcoming private golf clubs in South Florida, where members and their families share an appreciation for the game and its social aspects.

Members enjoy dining with family and friends in a relaxed environment with warm and friendly personalized service. The club’s dining room, lounge, and deck feature panoramic views of the course.

The Club also features an extensive practice facility that includes a spacious driving range and putting greens.

### **HOBE SOUND GOLF CLUB BY THE NUMBERS:**

- \$80,000 Initiation fee (full member)
- \$17,415 annual family dues which includes capital dues of \$90/month
- Approximate Annual Gross volume - \$6.0M

- Approximate Annual Dues volume - \$3.8M
- Approximate Annual F&B Volume – nearly \$1.0M
- Approximately 230 Golf Members along with nearly 60 Social Members
- Approximately 21,000 Rounds of Golf Annually
- 9 Board members each serving 3-year terms
- The club operates on Jonas for POS and accounting
- The club is a 501(c)(7) not-for-profit, tax-exempt entity
- Approximately 50 Employees year-round supplemented by nearly 30 seasonal staff members
- Club committees are Golf, Green, House, Membership, Finance, By-Laws, Social, Personnel

**HOBE SOUND GOLF CLUB WEBSITE:** [www.hobesoundgolfclub.com](http://www.hobesoundgolfclub.com)

### **GENERAL MANAGER - POSITION OVERVIEW**

The General Manager (GM) will be responsible for helping promote and support the mission and vision of Hobe Sound Golf Club (HSGC), and to ensure that standards, processes, and procedures are memorialized and consistent throughout the operation. This key role will have operational management authority over the daily operations of the Club, as well as working with the Board to establish and execute short and long-term organizational goals, objectives, plans, and policies. He/She will be an active ‘partner’ with the Board to help strategically plan for HSGC’s long-term future success, strategic focus, membership recruitment, and master planning efforts, while at the same time ensuring a consistently high level of member and staff experience is executed.

Key to success will be creating a seamless, highly personalized experience for members and their guests, and supporting and advocating for a motivated and friendly team of department heads and associates, ensuring that member experiences are the priority of all team members from the parking lot through the entire golf, F & B, and social interaction time one enjoys at the Club.

The GM will work closely with the President and the Board to develop master goals and to make certain that the Board and Team have the appropriate reports and financial information needed to monitor club operations, understand its financial position, and plan for future club needs. The GM will work closely with the Board and the various department heads to ensure that the primary goal----a high level of membership satisfaction is achieved, along with ensuring that HSGC is viewed as an “employer of choice” by way of the culture of the overall environment. Clearly, possessing especially strong overall leadership skills---communication, goal setting, accountability, innovation, strategic thinking, operational standards, etc., must be at a level appropriate to meet the expectations of members and staff, and be successful overall.

The GM will play a critically important role in maintaining and enhancing the spirit and culture of the Club, its membership, and its employees. To be successful, he/she will be a naturally visible, warm, and welcoming person who will be personally involved in the front of the house, both in terms of setting the tone and the training of employees and in being personally present at events. The GM must understand and enhance the intangibles that make HSGC a unique environment in the world of private, member-owned golf clubs and be the epitome of a ‘tone at the top’ service provider and professional, yet understated, friendly service delivery with an especially strong focus on its primary amenity, golf.

The GM has all club department heads reporting to him/her and is expected to be the master “orchestrator” of the experience, setting clear accountabilities and expectations for success.

### **KEY PRIORITIES FOR THE NEW GENERAL MANAGER**

- Must understand, appreciate, and be additive to the HSGC culture, recognizing that members consciously choose to live in the area over more crowded areas with great golf in other parts of Florida; the laid-back, easy-to-access golf experience is important but does not mean lack of standards or consistency of a highly personalized experience.

- Must be an “ambassador” to the Club membership, get to know as many members on a personal level as possible, and set the tone for the member experience consistent with the Board’s expectations and other top golf clubs locally. “Executive Presence” is critical and working at the front end of time in the role on this objective is critical. Holding focus group sessions, “being present” in all areas of the Club throughout the day, and developing relationships with both members and staff.
- Ensure that an effective membership recruitment and retention plan is in place, looking to develop a waiting list as soon as possible.
- Work closely with the President and Board or appropriate committee to understand upcoming facility renovations and be prepared to be an active participant in overseeing and planning for their execution.
- Hobe Sound Golf Club is a golf club, and its most important asset, away from its members and staff, is its excellent golf course. A basic understanding and appreciation of golf course maintenance, quality conditions, and agronomy is a priority.

#### **CANDIDATE QUALIFICATIONS**

- A minimum of 5-7 years of progressive leadership/management experience having a consistently upward tracking leadership experience in a contemporary business model club or similar hospitality operation known for high service standards. The Club will consider both current GMs, as well as those “rising stars” with the necessary potential, but who are currently in exceptional club environments as Assistant General Manager, Club Manager, or having similar responsibilities.
- A team builder who has a history of attracting, developing, and retaining a high-performance staff, and ensuring that they consistently meet well-defined service standards.
- A natural leader who brings out the very best in those around him/her by setting clear goals and expectations, providing consistent feedback and support, and being respectful and professional in all interpersonal dealings.
- An intuitive, personable style resulting in a sincere and visibly engaged presence with members, guests, and staff.
- Strong interpersonal and communication skills, both written and verbal, with the proven ability to make effective presentations of information and recommendations.
- Must possess strong financial acumen and exceptional administrative skills, including a clear understanding and development of KPIs for the organization, and be able to articulate their meaning and trending analysis. Ability to create and oversee a system identifying key ratios to track (payroll, net F & B, etc.) as well as valuable ‘dashboards’ for oversight and enhancement of operations.
- Must be analytical in nature and skill set that translates into performance objectives that are easily articulated, understood, and turned into backing for making overall member satisfaction a top priority for the organization.
- Must be able to develop and install a performance management system, ensuring that standards of conduct and member engagement are met; this includes oversight of high standards of appearance, hospitality, service, and cleanliness of all facilities, as well as the key financial metrics that are agreed upon.
- Must have an enthusiasm and aptitude for mentoring and training, developing, and enhancing orientation and training programs for all Club personnel, working, as necessary, with the managers directly responsible for those operations.
- Must be adroit at developing relationships, being a respectful and diplomatic, but candid “thought partner” with the Board and Committee members, while also being personable and outgoing.
- Must excel working with the Head Golf Professional, Course Superintendent, the Board, and appropriate Committees to maintain and enhance the golf course and facilities.
- Experience in developing/implementing long-range (strategic) and annual (business) plans, operating reports, forecasts, and budgets, with a strong understanding of hospitality and service balanced against financial efficiencies.
- A personable individual with a sense of humor and style that is commensurately appropriate to the culture and expectations of a relaxed but respectful membership group and team of associates. A creative innovator of new or improved member events and activities who is further able to effectively convey those ideas to others for support, and work with the senior management team and club leaders to ensure successful execution of these events and activities.

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

- A bachelor’s degree is preferred with a focus on Hospitality Management or graduation from a PGM program.

- In lieu of the degree, substantial private golf club or hospitality experience will be considered.
- Industry certifications such as CCM, CCE, or PGA are encouraged but not required.

### **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.

### **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 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 Hobe Sound Golf Club Search Committee** 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 HSGC and the Martin County, FL 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 May 20, 2024, candidate selections will occur in June 2024 with the first interviews expected later that month, and the second interviews a short time later. The new candidate should assume his/her role before Labor Day 2024.**

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

“Last Name, First Name Resume” &  
“Last Name, First Name Cover Letter - Hobe Sound 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)

### **Search Executive:**

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