

**ASSISTANT GENERAL MANAGER PROFILE:  
THE CLUB AT ADMIRALS COVE  
JUPITER, FL**

**ASSISTANT GENERAL MANAGER OPPORTUNITY AT THE CLUB AT ADMIRALS COVE**

One of the finest residential community clubs in America, the opportunity at The Club at Admirals Cove (Admirals Cove) is rarely presented.

Located on the Intracoastal Waterway in the heart of the highly desirable Jupiter, Florida, Admirals Cove boasts one of the most extensive arrays of quality amenities among any club in the competitive market of Palm Beach County. The Assistant General Manager will report to the General Manager/COO and is responsible for assisting in the executive management of the Club, which has an operating budget of nearly \$66.0M and includes a marina, golf courses (45 holes), two clubhouses, tennis, fitness/wellness/spa, and hotel accommodations, making it one of the highest performing clubs in the country.

Admirals Cove is seeking an exceptional leader and manager who can earn and maintain the respect and confidence of the Club membership and its highly regarded team of associates, many of whom have long tenures.

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

**CLUB MISSION STATEMENT**

The Club at Admirals Cove is a full-service recreational country club dedicated to fostering a sense of community among its Members while providing the highest quality amenities, services, and facilities for the enjoyment of all Members and their guests. The Club operates under a framework of consistent fiscal policies to ensure it can maintain the quality of club life and its promised fiscal health.

Few clubs meet their defined mission; Admirals Cove has consistently exceeded it with thoughtful, collaborative, energized, respectful, relevant, and engaged leadership that will continue to set the standard for others to emulate in the area. Being a proven hospitality executive who embodies these personal and professional competencies is the first of many overall success factors.

**ABOUT THE CLUB AT ADMIRALS COVE & COMMUNITY**

In 1986, Frankel Enterprises purchased the Admirals Cove property from The John D. and Catherine T. McArthur Foundation. At the time of purchase, the property was vacant and undeveloped. Most of the canals that exist today had already been dug, but extensive maintenance dredging and bulkheading were required.

Development of the property began in the spring of 1986, and the first model homes were completed by the end of that year. The marina, clubhouse, and 18-hole championship East golf course designed by Robert von Hagge opened for play in 1987, with the first residents moving in that winter season. The Harbor Master building served as a temporary clubhouse until the Main Clubhouse was completed in 1989. The Golf Village course was built in 1991, and the Golf Village Clubhouse opened in 1993.

In 1999, management and control of The Club were transferred from the developer to the members in one of the smoothest transitions in the history of country club communities. Today, there are approximately 1700 residents within the community.

Since its inception, the Club has continually improved its amenities, services, and facilities, including:

- 900 Residences ranging from Club Cottages to Custom Estate Homes
- 24-hour gated security

- 72 deep-water ocean access slips at a state-of-the-art Marina and Yacht Club
- 32 Inn Rooms for Members and their Guests
- 45 championship golf holes
- 10 Har-Tru tennis courts, with the latest “hydro court” technology for remarkable playability, lighted for night play
- 12 regulation pickleball courts
- 6 onsite dining venues offering gourmet selections, including 5-star cuisine and catering services
- Wellness programs at the signature BlueWater Spa, Salon and Fitness Center with a certified personal training team

The East Clubhouse (main clubhouse) offers spectacular views, a resort pool, a golf shop, large men’s and women’s locker rooms, staffed card rooms for men and women, a children’s play area, a fully appointed fitness center, a spa and salon, a full-service bank, three restaurants, and 800 square feet of ballroom space.

The Golf Village Clubhouse creates an intimate atmosphere featuring dining options, a golf shop, men’s and women’s locker rooms, staffed card rooms for both men and women, and an inviting porch along with a cozy lounge that overlooks a stunning backdrop for reminiscing about a great round of golf.

The Marina with floating docks provides a General Store, offering basic provisions for boaters and an extensive wine selection with highly favorable member pricing. The Marina Café is a casual “pub-hub” and popular dining spot featuring a spectacular view of the pool and marina.

The Admirals Cove Yacht Club was formed in 1990 by a group of Admirals Cove residents who shared a passion for yachting and a love for the community. The club boasts one of the finest marinas in South Florida and a thriving yacht club with almost 400 members, featuring a full calendar from November to June. With 85 percent of the homes in the community on the East Side located on navigable water, alongside a world-class marina and five-star amenities, the Admirals Cove Yacht Club enjoys the best of all worlds.

#### **THE CLUB AT ADMIRALS COVE BY THE NUMBERS:**

- One of the largest club operations in the Palm Beach County, Admirals has about 933 memberships in various categories.
- Initiation fee - \$375,000
- Annual dues for Family Golf Membership - \$55,710 (\$47,106 Operating Dues plus Capital Dues/Debt Service Assessment of \$8,604)
- Annual F&B Minimum - \$2,000
- Gross Revenue – approximately \$80.5 Million (\$66 Million of Operating Revenue and \$14.5 Million from Capital Initiation and Capital Dues/Debt Service Assessment)
- Annual Dues Revenue – approximately \$36.0 Million
- F&B Volume – slightly more than \$10.1 Million with nearly 63% of that from ala carte dining
- Gross Payroll & Benefits – approximately \$37.0 Million
- Employees: Full-time Annual – 360, Seasonal - 240
- Average age of membership – 64
- There is a total of 9 Board Members, each serving three-year terms
- There are 9 standing committees including: Bylaw & Legal, Facilities, External Affairs, Finance, Golf and Greens, Grievance, House, Membership, Social and Entertainment.
- The Club uses Jonas Encore for its accounting and POS, Book4Time for Wellness Operations
- The Club is organized as a Florida Non-profit and files a Form 1120 for tax purposes.

**THE CLUB AT ADMIRALS COVE WEBSITE:** [www.admiralscove.net](http://www.admiralscove.net)

#### **ASSISTANT GENERAL MANAGER POSITION OVERVIEW**

The Assistant General Manager (AGM) is a vital member of the senior leadership team at The Club at Admirals Cove, one of South Florida’s most prestigious private club communities. The AGM supports the General Manager/COO in overseeing daily operations across all departments, driving operational excellence, fostering a high-performance team

culture, and ensuring exceptional experiences for members and guests. This role requires a strategic, hands-on leader with a strong background in private club management, hospitality operations, and team development.

#### Key Responsibilities and Duties:

##### Operational Leadership

- Assist the General Manager/COO in overseeing day-to-day operations across all club departments, including but not limited to food and beverage, golf operations, marina, spa, tennis, fitness, aquatics, and clubhouse facilities.
- Serve as acting General Manager/COO in their absence, ensuring continuity of leadership and decision-making.
- Champion a culture of excellence, accountability, and continuous improvement throughout the organization.

##### Financial & Budgetary Oversight

- Participate in the development and management of departmental and overall club budgets.
- Monitor financial performance, analyzing variances and identifying opportunities for cost control and revenue growth.
- Collaborate with department heads to ensure fiscal responsibility, compliance, and effective resource allocation.

##### Member & Guest Experience

- Serve as a highly visible and approachable leader, actively engaging with members to promote satisfaction, loyalty, and open communication.
- Respond promptly and professionally to member concerns, suggestions, and feedback, ensuring timely resolution and follow-up.
- Support programming and service enhancements to elevate the overall member experience.

##### Staff Development & Human Resources

- Lead, mentor, and inspire departmental managers and their teams to achieve high performance and professional growth.
- Participate in recruitment, onboarding, training, evaluation, and disciplinary processes in collaboration with the HR team.
- Promote a positive and inclusive workplace culture that attracts and retains top-tier talent.

##### Strategic Planning & Innovation

- Assist in the formulation and execution of short- and long-term strategic plans to support the club's mission, vision, and values.
- Identify emerging trends, member preferences, and service innovations to keep the club positioned as a leader in the industry.

##### Facilities & Capital Projects

- Oversee the maintenance and presentation of all club facilities to ensure cleanliness, functionality, and a premium aesthetic standard.
- Support the planning and execution of capital improvement projects in alignment with the club's strategic goals.

##### Event & Program Management

- Work with the events team to plan, coordinate, and deliver high-quality social, recreational, and member engagement events.
- Ensure all club events reflect the club's brand, traditions, and standards of excellence.

##### Governance & Communications

- Serve as a liaison to various member committees and support the governance structure of the club.
- Collaborate with the General Manager/COO and Communications team to ensure consistent, transparent, and timely internal and external communications.

#### **CANDIDATE QUALIFICATIONS**

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

- Extensive experience is required in business management and administration, with particular emphasis on country club operations. A business degree is preferred but not required. Candidates should possess informed working knowledge of golf, tennis, and related country club operations.
- Exceptional financial business acumen with a helpful understanding of how to leverage high tech to further improve high touch.
- Excellent judgment as a leader and motivator with high EQ
- Effective time management and prioritization skills
- The Club has prioritized South Florida candidates with a strong network of peers, vendors, and understanding of the local club community environment. While prioritized, candidates with the above-noted background, experience, and skill sets from all other areas of the country will be considered as well.

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

- A bachelor's degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM, CCE, CMC, 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 **Mr. Brett Morris, General Manager/COO, and The Club at Admirals Cove 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 Admirals Cove and the Jupiter 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 June 15, 2025. Candidate selections will occur later that month, with the first interviews expected in late July 2025 and the second interviews a short time later. The new candidate should assume his/her role as soon as reasonably possible after selection, understanding appropriate notice must be given to their current employer.**

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

"Last Name, First Name - Resume"

"Last Name, First Name - Cover Letter – Admirals Cove"

(These documents should be in Word or PDF format)

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Patty Sprankle at [patty@kkandw.com](mailto:patty@kkandw.com)

#### **Lead Search Executive:**

Kurt D. Kuebler, CCM, CMAA Fellow, Partner

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