

DIRECTOR OF RACQUETS PROFILE: BRIARWOOD COUNTRY CLUB DEERFIELD, IL

DIRECTOR OF RACQUETS AT BRIARWOOD COUNTRY CLUB

Nestled on Chicago's picturesque North Shore in Deerfield, Illinois, Briarwood Country Club is a premier, boutique private club known for its close-knit community and vibrant social atmosphere. Briarwood is seeking a Director of Racquets (DOR) to lead its dynamic and multi-faceted racquets operation. An engaging, charismatic, and polished professional with a strong, well-rounded background in racquet sports will thrive in this role, bringing energy, innovation, and a passion for member engagement.

The ideal candidate will be a strategic and visionary leader who excels in program development across tennis, platform tennis, and pickleball, with a particular emphasis on platform tennis proficiency. They should demonstrate strong technical skills, the ability to teach players of all levels, and a talent for creating innovative and engaging programs. Exceptional communication skills are essential, as is the ability to build meaningful relationships with members and staff. The DOR will maintain a positive presence on the courts, offering lessons, actively participating in social play, and overseeing a team of racquets professionals to ensure consistent, high-quality service. This role also requires strong leadership, organizational skills, financial management experience, and a "can-do" attitude, continually enhancing the member experience through creative events, social activities, and community involvement.

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

BRIARWOOD COUNTRY CLUB

In 1921, William Reay and friends decided to build an 18-hole golf course on his farm in Deerfield, Illinois, named Briergate Country Club. After expanding the property to 160 acres, Reay hired the renowned English firm Colt, Alison & Morrison to design the course, with Charles Hughes Alison overseeing the project. The course opened in May 1922, with famed amateur golfer Chick Evans praising its design, especially the par-3 holes and large greens. In the late 1930s, Briergate faced financial troubles and was acquired by the Harris brothers, Robert and Frank, who made some modifications but kept Alison's design intact. In 1958, a group of golf enthusiasts took over, renaming it Briarwood Country Club. The course was later acquired in 1977, and in recent years, it has undergone updates to keep up with modern golf, while still preserving the essence of Alison's original layout.

Briarwood Country Club's Mission Statement is to enrich the lives of its members by providing an enjoyable golfing and dining experience, in a family friendly environment with other recreational and social activities that foster friendship and fellowship with a private club setting.

BRIARWOOD COUNTRY CLUB BY THE NUMBERS

- Initiation Fee: \$75,000
- Annual Dues: \$22,680
- Annual Racquets Budget: \$309,500
- # Employees: FTE 38, Racquets- 2
- # Employees: PTE 70, Racquets 2
- Club POS: Jonas
- Taxable Status: 501c7 non-for-profit
- # Racquets Committee Members: 9
- Term of Committee Members: 1 year
- Average Age of Members: 52

BRIARWOOD COUNTRY CLUB WEBSITE: www.briarwoodcountryclub.com

DIRECTOR OF RACQUETS – POSITION OVERVIEW

The new Director of Racquets (DOR) at Briarwood Country Club will uphold the club's rich traditions while introducing innovative and high-quality events to both adult and junior programs. The DOR will be responsible for the overall operation of the Racquets Program, including tennis, paddle, pickleball, the pro shop, programming, and staff. This highly visible role requires strong leadership, communication skills, and a passion for promoting a comprehensive racquets program.

Briarwood Country Club environment emphasizes professionalism and positive relationships between staff and members. The DOR will work under the direction of the General Manager and the Racquets Committee, administering policies and programs related to all racquet sports. The racquets committee at Briarwood operates with strategic input and support, fostering a collaborative governance structure.

The DOR will deliver a range of services typically provided by a Master or Elite RSPA/PTR professional, focusing on leadership, programming, administration, instruction, and maintenance.

Leadership

- Serve as a passionate ambassador for all racquet sports, inspiring staff to do the same.
- Ensure the efficient, ethical, and seamless operation of racquets activities across the club.
- Supervise, lead, and mentor teaching professionals, pro shop staff, and seasonal interns.
- Maintain a strong, respectful presence to ensure member and staff compliance with program rules.

Programming

- Plan and manage tournaments, clinics, round robins, social events, and racquet-related activities to maximize member engagement.
- Develop comprehensive social, competitive, and instructional programming for all skill levels.
- Support league teams with structured practice and play, ensuring equitable team management.
- Cultivate a sense of pride in racquet events and grow junior programs across all racquet sports.

Administration

- Manage POS operations for accurate billing and reporting.
- Attend senior staff, Racquets Committee, and select sub-committee meetings, preparing agendas in coordination with the GM and Committee Chair.
- Present new programming ideas annually for committee consideration.
- Develop an annual event calendar and operate a quality retail operation in the Racquets Shop.
- Manage staff schedules and conduct regular team meetings.
- Uphold club policies related to facility use, attire, and sportsmanship.
- Prepare racquet-related content for club communications, including newsletters and digital platforms.
- Oversee budgeting, financial performance, and payroll management for racquets operations.

Strategic Planning

- Assist with long-term strategic planning for racquet sports at Briarwood Country Club.
- Develop and present a capital improvement plan related to racquet facilities and programming.
- Collaborate with the General Manager, Board, and committees to identify priorities and secure funding.
- Continually assess member needs and trends to inform strategic initiatives.

Instruction

- Develop a teaching philosophy that aligns with Briarwood's values.
- Provide private and group lessons (not to exceed 20 hours per week), ensuring quality instruction for both adults and juniors.
- Engage with members through play and instruction to foster relationships.

Maintenance

- Collaborate with the club's maintenance team to ensure top-quality court conditions.
- Take a proactive approach to maintaining the courts and facilities.

Additional Responsibilities

- Lead and inspire the Racquets Committee, communicating vision and goals for the program.
- Enhance the junior instructional program with innovative, inclusive activities.
- Maintain a well-organized operational manual and uphold high standards for service and facility management.
- Engage with members to assess their needs and expectations regarding the pro shop and program offerings.
- Coordinate promotional efforts and maintain a strong presence in the club's communication channels.

CANDIDATE QUALIFICATIONS

- A minimum of five (5) years of progressive leadership/racquets management experience in (preferably) a private member-owned club with multi-dimensional operations, or leading racquets operations outside of the club industry in a similar hospitality operation. A head professional or first assistant at an extremely successful club and racquets program will be considered with appropriate experience and mentorship.
- An ethical, strong, and passionate leader with a proven track record of providing premier services in a dynamic, preferably multiple racquets sport, member equity membership, private country club environment.
- A proven track record in all racquet player and program development.
- Member focused, humble, delighted to meet the expectations and requirements of members and their guests.
- Possess high energy, sense of humor and genuine desire to interact actively with the membership on a professional and hospitable level.
- Verifiable strength in strategic planning and working closely with boards, committees, and other key contributors to develop, execute, and update strategies for success.
- A verifiable motivator and leader who can bring out the best in others by setting clear goals and expectations, holding them accountable for outcomes, by providing consistent feedback, support and through respectful interaction and professionalism.
- Someone with a history of innovation, and a champion of new ideas and initiatives, looking to consistently improve member experiences and operational efficiency.
- A history of involvement with his/her professional organizations, including the PTR, RSPA, USTA, to ensure keen knowledge of current trends, best practices, and new innovations, along with a strong network of resources.
- Provide organizational and structural support to the various Racquets teams and leagues.
- Of equal importance are exemplary two-way communication (both written and verbal) and interpersonal skills. The candidate must possess a proven ability to attract, hire, develop, and lead a high-performing team of professionals while setting standards of performance appropriate to perpetuating the traditions and values of BCC.
- 5.0 racquets playing competency or above in all racquet sports offered at BCC (Platform Tennis, Pickleball, and Tennis).

EDUCATION AND CERTIFICATION QUALIFICATIONS

- College degree from a 4-year accredited university is preferred, or equivalent working experience in the racquets industry.
- Certified as a PPR or RSPA for pickleball, PPTR or PPTA for platform tennis, and PTR or RSPA Elite professional tennis is a requirement. Ideally, the candidate is certified in all three sports or is progressing on this path.
- The Director of Racquet Sports certification through the University of Florida is preferred or looking to attain. Endorsed by the USTA and certified through the PTR and USPTA this is the "CCM" of the Club management world for racquets sports.
- Knowledge of court maintenance including Har-Tru, clay courts, hard surfaced pickleball courts, and platform tennis courts preferred.

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. Base Salary Range: \$100,000 - \$125,000. However, total compensation package will include base salary, bonus, and commissions.

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. Ed Conter, General Manager 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 BCC and the Deerfield 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, May 6, 2025, Candidate selections will occur a few days after, with first Interviews expected mid-June 2025 and second interviews a short time later. The new candidate should assume his/her role in early September 2025.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Briarwood CC”

(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 Katy Eliades: katy@kkandw.com

Lead Search Executive:

Len Simard

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PTR/RSPA Master Professional

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