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DIRECTOR OF WELLNESS THE LANDINGS GOLF & ATHLETIC CLUB SAVANNAH, GA

DIRECTOR OF WELLNESS OPPORTUNITY AT THE LANDINGS GOLF & ATHLETIC CLUB

The Landings Golf & Athletic Club is looking for a Director of Wellness, who will elevate the department to the next level by expanding fitness, spa, aquatics, and youth programs and to meet the ever-changing needs and demands for a large membership. The position requires a well-organized professional who is creative, innovative, service oriented and has unparalleled staff acquisition and mentoring skills. This position oversees the newly renovated health club and fitness equipment.

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

ABOUT THE LANDINGS GOLF & ATHLETIC CLUB

The Landings Golf & Athletic Club (TLC) on Skidaway Island is a private community of gracious residences, world class amenities and a superb, club lifestyle-just minutes from the vibrant, historic city of Savannah. The club has been recently designated as a Certified Sustainable Community by Audubon International. This gated golf-centric community is privately owned and operated by an elected Board of Governors. The Landings Golf & Athletic Club is a “Distinguished Emerald Clubs of the World. The club was recently ranked as 9th in private club and resort Fitness and Wellness operations in the Country.

Located on a 17.9 square mile island just 12 miles from historic downtown Savannah, Georgia, The Landings Golf & Athletic Club provides its members with six premier championship golf courses, four clubhouses with eight diverse dining experiences, a nationally recognized tennis facility, two marinas, five swimming pool areas, and an innovative fitness and wellness center.

Related projects that have been completed include:

- Marshwood – A new 25,000 square foot clubhouse with terraces for outdoor dining, a new zero-entry pool complex, and new cabana bar.
- Franklin Creek Sports Campus – A new 4,500 square foot fast casual dining facility, new pickleball courts, new players’ lounge, new lighted bocce courts, pool enhancements, relocated tennis court.
- Oakridge Fitness Center – An expansion/renovation plan for additional space for cardio and strength training, including new family changing area, expanded childcare facility, and a new group exercise studio.

THE LANDINGS GOLF & ATHLETIC CLUB BY THE NUMBERS:

- There are approximately: 7400 individual members (including nearly 1,000 member-dependents), 1725 Golf Memberships, and a combined, 1710 Athletic and Social Memberships , totaling 3435 total member families
- Club’s gross revenue \$75 to \$80M
- Annual Dues volume \$34M
- Fitness and Wellness department revenue \$2.6M, \$4.2M total operating expenses.
- Golf initiation fee, \$70K, annual golf membership dues, \$16,100
- Athletic initiation fee, \$35K, annual athletic membership dues, \$6,800
- Total square feet of the entire Fitness & Wellness facility – 52,000 sq ft
- Total square feet of spa area – 400 sq ft
- Total square feet of the retail and or F&B portion of the facility – 1,500 sq ft
- Number of visits to the department per year– 280,000

- Number of Classes Offered per week – 85
- Number of Spa Services Offered per week – 60
- Number (FTE) – 100 (PTE) 50
- The Club uses NorthStar as its software system
- The average age of Club Members is approximately 66

THE LANDINGS GOLF & ATHLETIC CLUB WEBSITE: www.landingsclub.com

DIRECTOR OF WELLNESS POSITION OVERVIEW

The Director of Wellness (DOW) is responsible for the overall operation and developing, organizing, and maintaining the fitness program, spa, aquatics, and youth services for members in an effective, efficient, and professional manner. This individual is responsible for managing all personnel. It is critical the successful candidate is current on the latest fitness industry trends and programs. Promotes the use of the facility to members and their families through effective and regular marketing and membership engagement.

KEY INITIATIVES AND RESPONSIBILITIES

- Provide exceptional customer service to members and guests
- Ensures that all staff, including him/herself is visible and engaged with members and guests in a warm and friendly manner.
- Seek new and exciting opportunities to grow fitness, wellness, aquatics, and youth programming.
- Oversees facilities and equipment to ensure safety, cleanliness, and good working order
- Initiates and promotes member presentations about fitness and wellness.
- Oversees departmental programs and services to meet budget objectives and exceed member satisfaction.
- Responsible for recruitment, hiring, training, scheduling, evaluations, and supervision of all personnel
- Establish and track goals for all staff
- A person who says “yes” to a member at all times and then has the ability when appropriate to explain why the answer may need to be different.
- Coordinates member communications including department sections of Club website and newsletter.
- Oversees department POS operations to ensure accurate member billing and accurate sales/activity reports.
- Assists Club management in implementing club policies, goals, standards, and procedures
- Advise on the maintenance, placement and purchasing of all fitness equipment
- Responsible for implementation of department Club rules and policies and reporting of rule violations.
- New member orientations and tours of the fitness facilities.
- Prepare and monitor operating and capital budgets; take corrective action as necessary to help ensure budget objectives are attained.
- Provides training and professional development opportunities for all staff and ensures that staff maintains all industry certifications.
- Attends and contributes to weekly management staff meetings; conducts regular meetings with department staff.
- Serves as the staff liaison to the Wellness Committee.
- Attends wellness committee meetings.
- Maintains inventory of supplies, equipment, and retail merchandise.
- Completes other duties as assigned by the Executive Management Team.
- Responsible for fitness staff expense and accurate and timely payroll processing.

INITIAL PRIORITIES OF THE DIRECTOR OF WELLNESS

- Begin the “diagnostic journey”. Understand the overall strategic objectives of The Landings Golf & Athletic Club and how the Wellness operations supports the overall club vision, mission, and goals.
- Collaborate with the Wellness Committee and Management to reimagine the Spa needs of the club.
- Meet and sincerely interact with and engage staff. Be present, build trust by listening. Schedule interactive sessions to understand what is working, what is not and what needs to be improved.
- Schedule interactive sessions with small groups of the Wellness Committee and other key influencers. Similarly, seek to understand what is working well, what is not and the critical things to be improved.

- Listen, observe, meet, key staff from other departments. Lean and understand the overall Landings Club culture. TLC is an employer whose brand has been built on superior customer service and the successful candidate will integrate with the team and embrace the established work culture.
- Review and understand overall department goals for 2022 and the individual goals of direct reports. Amend as needed based on findings of the diagnostic journey.
- Assess, evaluate, recommend, and articulate Human Resource needs and plans to the Executive Management Team.
- Develop and execute HR policies and procedures in support of the Club's mission, specifically in the areas of recruiting, training and development, performance evaluation, and compensation.

The following report to the Director of Wellness:

- An Aquatics Manager
- Wellness Administrative Manager
- Spa and Concierge Manager
- Two Fitness Managers, one focused on group-ex, the other concentrating on personal training and facilities management

CANDIDATE QUALIFICATIONS

- Five years of Fitness Center management experience and relevant Fitness accreditation (CPT).
- May have a bachelor's degree in exercise physiology, kinesiology, human performance management, recreation, health, or related fields with a strong emphasis in health and fitness. If candidates do not have a degree related to the Wellness discipline, verifiable experience, and growth in wellness management (spa/fitness) will be strongly considered.
- Holds a current certification in group fitness from a nationally recognized fitness organization (e.g., AFAA, ACSM, NASM, NCSA) or other national certification in personal training
- Certification from the CSFA as a Director of Fitness is preferred.
- Excellent written and oral communications skills, strong interpersonal skills, technologically savvy and computer literate.
- Ability to work with a high level of confidentiality and professionalism.
- Knowledge of applicable federal/local/state laws pertaining to COVID procedures for sanitizing.
- Current AED, CPR and First Aid certifications required

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A minimum of 5 years of progressive growth and experience in (preferably) a private member-owned country club with multi-dimensional operations, or a part of a high-level racquets operation outside of the private club industry in a similar hospitality operation.
- A resume indicating progressively more responsible positions and demonstrating experience in delivering both group and individual instructional programs to players of various age groups and skill levels.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all hired employees must verify their identity and eligibility to work in the United States and 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 benefit package, along with professional affiliation 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 in your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Mr. Steven Freund; Executive 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 The Landings Golf & Athletic Club and the Savannah, GA 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 July 3, 2025. Candidate live interviews will occur in early August, with the new candidate assuming his/her new role as soon as reasonable, ideally in early September.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – The Landings Golf & Athletic Club”

(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

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