

CANDIDATE PROFILE

Director of Golf
Escondido Golf & Lake Club
Horseshoe Bay, Texas

www.escondidotexas.com



Organization

Nestled in the heart of the Texas Hill Country, Escondido Golf & Lake Club is a hidden gem of luxury, serenity, and sophistication. Located in the picturesque enclave of Horseshoe Bay, this exclusive private club offers an extraordinary lifestyle defined by natural beauty, warm hospitality, and world-class amenities.

Renowned for its sweeping Hill Country vistas and tranquil lakeside setting, Escondido is a sanctuary for those who appreciate understated elegance and an elevated golf experience. At its core lies a true masterpiece: a championship golf course designed by legendary architect Tom Fazio—consistently ranked among the finest in Texas and the nation. With its pristine fairways, thoughtfully contoured greens, and consistently flawless course conditions, Escondido offers a challenging yet welcoming experience for players of all skill levels.

Beyond the fairways, members enjoy an enviable array of amenities that blend relaxation with recreation. The Lake Club offers direct access to the crystal-clear waters of Lake LBJ, ideal for boating, fishing, and sun-soaked leisure. The Great House, the Club's stunning central hub, delights with gourmet dining, refined interiors, and impeccable service that feels both intimate and indulgent. A state-of-the-art fitness center, luxurious spa services, and a vibrant calendar of social events further enrich the Escondido lifestyle—making it more than a club, but a place to call home.

Escondido is synonymous with excellence. Every detail—from the manicured landscapes to the personalized member experiences—reflects a steadfast commitment to hospitality, community, and quality. The culture is gracious, welcoming, and inclusive, offering members a sense of belonging within a community of shared values.

The Director of Golf will serve as a steward of this legacy, playing a pivotal role in shaping and enhancing every facet of the golf experience. This is an exceptional opportunity for a forward-thinking, service-oriented leader to bring strategic insight, hands-on excellence, and a deep passion for the game. The successful candidate will join a high-performing team dedicated to setting—and exceeding—the standard for luxury golf in Texas.

Escondido Golf & Lake Club Details

- Memberships: 444
- Full Golf Members: 365
- Tennis and Pickleball in Development
- Dining Outlets: 4
- Men's Locker Room Lounge and Women's Locker Room Lounge: Full Service
- Annual Golf Rounds Per Year: 20k
- Annual Merchandise Revenue: \$1.2M
- Gross Revenues: \$15M
- Average Membership Age: 62
- Governance: Board Members - 9, 3-year terms; Standing Committees
Finance, Membership, Golf, House, Long Range Planning
- Operating System: Jonas
- Open: 6 Days/Week, 12 Months/Year
- No Tee Times
- Full-time Employees: 105

Position Overview

Escondido Golf & Lake Club seeks a dynamic and accomplished **Director of Golf**—a driven professional with a passion for excellence, a strategic mindset, and a member-centric approach. The ideal candidate will bring a **proven history of operational leadership**, consistently delivering **exceptional service** across all facets of golf operations at a premier private club.

This individual must be **passionate, anticipatory, highly organized, detail-oriented, and visionary**, capable of translating Escondido's Mission and Vision into measurable goals, innovative initiatives, and elevated daily standards. A deep understanding of luxury service, paired with a creative mindset, will be essential to crafting **memorable and distinctive golf experiences** that reflect the Club's elite status. The Director must constantly seek opportunities to surprise and delight members—thinking beyond industry norms and redefining what an exceptional golf experience can be.

In this highly visible role, the Director of Golf will assume full ownership of the **planning, marketing, execution, and post-event analysis** of all golf tournaments and programming. Each event will serve as a reflection of the Club's elevated service philosophy, with the Director providing post-event recaps to the General Manager/COO and Golf Committee to ensure continuous improvement and alignment with strategic goals.

Reporting directly to the **General Manager/COO**, the Director will lead all golf-related operations and financial planning, while nurturing a culture of excellence, teamwork, and accountability. This leader must be approachable, charismatic, and integrity-driven—earning the trust and respect of **members, guests, employees, and vendors alike and most of all, have a servants heart**. A natural mentor and coach, the Director will develop a strong internal team, fostering growth, professionalism, and alignment with Escondido's elite standards.

Direct Reports: Golf Professionals, Assistant Golf Professionals, Retail Supervisor/Buyer, Valet & Transportation Services, Golf Experience Team, and additional personnel as assigned.

Responsibilities

Key Responsibilities

Financial Leadership & Retail Excellence

- Develops and manages comprehensive **annual and monthly budgets** for all golf operations, proactively ensuring financial performance aligns with strategic goals.
- Oversees the procurement, curation, and presentation of all golf retail merchandise, ensuring offerings reflect the Club's **high aesthetic standards and discerning member preferences**.
- Designs and implements a **seamless, technology-enabled special order process** (web or mobile) to enhance member convenience and personalized service.
- Manages inventory and purchasing for all golf, retail, tournament, and instructional supplies with meticulous attention to cost-efficiency and quality.
- Ensures accurate collection and reporting of all fees in alignment with club policies and the broader financial plan.

Golf Operations & Course Optimization

- Leads the planning and execution of all club tournaments and golf events, including Men's, Ladies', Couples', Junior, and 9-hole league formats, delivering memorable and well-organized experiences.
- Upholds and enforces USGA rules, local regulations, and internal Club policies in collaboration with the General Manager/COO and Golf Committee.
- Conducts weekly consultations with the General Manager/COO to assess all facets of golf operations and drive continuous improvement.
- Works in close daily partnership with the Director of Agronomy and Golf Course Superintendent to ensure course conditions and playability consistently exceed expectations.
- Oversees start-of-play protocols in a tee time-free environment, maintaining fairness and flow while managing member access and experience.
- Maintains official USGA handicaps for all members and ensures the presence of marshals during events and daily play to uphold Escondido's elevated pace-of-play standards.
- Supervises the golf and beverage cart fleet, ensuring reliability, cleanliness, and operational excellence through vendor partnerships.

Member Engagement & Instructional Programming

- Actively plays golf with members of all skill levels—fostering connection, promoting the game, and enriching the member experience through intentional visibility and relationship building.
- Leads a diverse array of instructional clinics, fostering education, enjoyment, and skill development among men, women, and juniors.
- Champions and participates directly in ladies' golf programming, ensuring continued growth, engagement, and visibility of the women's golf community at Escondido.
- Supports junior golf development with structured clinics and events that build a lifelong love of the game.
- Represents Escondido Golf & Lake Club in PGA Sectional and National events (as approved), promoting the Club's prestige and leadership within the broader golf community.

Team Development & Operational Excellence

- Recruits, develops, and inspires a high-performing "Golf Experience" team across golf operations, valet, and transportation services—instilling a culture of accountability, hospitality, and excellence.
- Designs and implements robust training and professional development programs, ensuring PGA certification progression and exceptional service execution at all levels.
- Develops a Golf Operations Playbook and Training Manual that clearly defines daily expectations, workflows, and service standards, serving as the operational compass for the department.
- Oversees staff scheduling to ensure optimal coverage and service delivery while maintaining labor cost efficiency.
- Responds to member inquiries and concerns promptly and professionally, with a 24-hour standard response time.

- Actively participates in senior management and cross-departmental planning meetings, contributing to seamless execution of large-scale Club events and member experiences.
- Maintains detailed tracking of player rounds, guest activity, retail performance, and operational KPIs to inform strategy and continuous improvement.
- Assists in the development of short- and long-range strategic plans for facility enhancements and retail evolution, collaborating across departments.
- Attends relevant PGA conferences, merchandise shows, and educational events, staying at the forefront of industry trends and leadership best practices.
- Partners with the Director of Agronomy to oversee capital projects and design enhancements to the golf course and facilities.
- Ensures full compliance with all federal, state, and local health, safety, and employment regulations.
- Performs other responsibilities as assigned by the General Manager/COO in support of Club goals.

Attributes & Skills

- **Servant Leadership & Passion for Hospitality**

Possesses a **servant’s heart** and a genuine passion for exceeding expectations. Leads with humility, warmth, and an unwavering commitment to hospitality—placing the member experience at the forefront of every action and decision. Champions a culture of care, responsiveness, and elevated service throughout the Golf Operations team.

- **Professionalism & Integrity**

Exemplifies discretion, honesty, and ethical leadership in every interaction. Maintains a polished, charismatic, and approachable presence that inspires confidence and fosters trust among members, staff, and colleagues.

- **PGA Standards of Excellence**

Maintains active **Class A PGA Membership**, fully aligned with the **PGA Code of Ethics and Professional Standards**. Consistently upholds a first-class image, both on and off the course, serving as a model ambassador for the game and the Club.

- **Leadership Aligned with Club Values**

Leads with a “**Hands-On and Hands-In**” coaching approach—balancing strategic oversight with an active, day-to-day presence that strengthens culture, builds accountability, and reinforces **Escondido’s core values**. Sets the tone through consistent, value-driven leadership and peer collaboration.

- **Strategic Marketing & Cross-Departmental Communication**

Directs all **Golf Operations communications and marketing efforts**, including newsletters, digital campaigns, video content, and website updates, with approval from the General Manager/COO. Operates with transparency and clarity in all communication with the Board, Golf Committee, and peers. Collaborates across departments to ensure that Golf Operations remains an integrated and aligned component of the broader **Escondido brand experience**.

- **Tournament Planning & Program Innovation**

Curates and executes a **comprehensive annual calendar of golf events and tournaments**, ensuring each experience reflects the Club’s exceptional standards, thoughtful design, and personalized member engagement.

- **Talent Development & Industry Leadership**

Champions professional development by creating a respected **PGA internship and mentoring program**, cultivating a pipeline of future golf professionals and leaders. Positions Escondido as an **industry leader in talent development**, both within the Club and across the broader private club landscape.

Qualifications & Experience

- PGA Class A member in good standing.
- Minimum of 10 years of significant Golf Professional experience and a preference of at least five years as a Head Golf Professional (or lead Assistant) or Director of Golf in a similar, private, highly regarded premier club, resort, or golf community.
- Proven record of strong operational management and Leadership skills.
- A team builder who has a history of attracting, developing and retaining high-performing staff.
- An intuitive and anticipatory style that results in a sincere and visibly engaged presence with members, guests and staff and daily attention to detail.

Competitive Compensation

- Salary is open and commensurate with qualifications and experience.
- The Club will offer continued education and development with paid PGA benefits.
- The Club will offer a bonus and benefits package, including a generous medical and 401K
- Relocation assistance and temporary housing

Application

Individuals who meet or exceed the established criteria detailed in this posting are encouraged to send their cover letter and resume addressed to:

Mr. Dan DuBreuil, GMCOO and EGLC Search Committee.

Note: Please mark - Director of Golf Search – Escondido Golf & Lake Club, Horseshoe Bay, TX, on the outside of your envelope or subject line if sent by email. Please send your cover letter and resume in a single PDF if sent by email. Thank you.

Send all documents to:

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GSI Executive Search has served the private club industry for thirty years, providing a wide range of executive search and placement services.