

GENERAL MANAGER PROFILE: HIWAN GOLF CLUB EVERGREEN, CO

GENERAL MANAGER OPPORTUNITY AT HIWAN GOLF CLUB

Hiwan Golf Club is looking for a highly visible, engaging hands-on General Manager with strong leadership skills who will have a proven background as a member centric, quality oriented, enthusiastic leader with a strong focus on the club as a business. The General Manager will act as the “face” of the Club and focus on improving its membership services and offerings.

The best candidate will have extensive experience in member marketing, recruiting and retention across all generations with the ability to understand the current and future trends in the industry. A successful candidate will possess a transparent management style along with solid business and financial skills. This person will be adept in leading the management team while being a true strategic “thought partner” for the owners.

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

HIWAN GOLF CLUB

Hiwan Golf Club was founded in 1962; the Club is located in Evergreen, Colorado at an elevation of 7,665 feet and just 25 miles west of downtown Denver. Hiwan is a golf club with tremendous country club amenities. For 55 years, it has graced the Evergreen community. Generations have walked its storied fairways and enjoyed golf, and all the many activities of the Club community. The Club’s family lifestyle and focus on activities from tennis to its sports and fitness operations create an environment to amplify the mountain lifestyle in a relaxed and refined atmosphere.

The Club has been privately owned since its inception. With a clear focus on goals established by the owners, the club has a strong governance model in place and a direction and a vision for its future.

Activities for members include golf, championship tennis courts, swimming competition, aerobics, yoga and Pilates, cross country skiing and snowshoeing. They also feature a fitness room with the best equipment for conditioning. The Club’s social events featuring numerous adult and family activities provide an ever-changing club that is relevant to how its members want to spend their social moments. In 2020 the Club plans on adding three pickleball courts to further bolster the Club’s amenities.

The golf course designed by Press Maxwell is renowned for its fast greens and great golf course conditioning. The Club has a great history of hosting professional and amateur golf tournaments and championships. Hiwan hosted the Colorado Open from 1964 to 1991, winners include 1996 US Open winner Steve Jones, PGA Tour players, Dave Hill, Al Geiberger, Mark Weibe and Willy Wood.

Mission Statement

Hiwan Golf Club strives to exceed member expectations time after time in all areas. Hiwan is a family club that endeavors to provide a home away from home experience for the members, their families, and their guests.

HIWAN GOLF CLUB BY THE NUMBERS

- Gross Volume: \$4M
- F&B Volume: \$1.25M
- Number of Members: 250 Full, 210 Sport, Dining 34
- Initiation Fee: \$15,000 Full, Sports \$4,000
- Annual Dues: \$6,360, Sports \$3,120, Dining \$600
- Average Age of Member: 60

- Number of Employees: Full Time 50, Seasonal 75
- Annual Rounds: 16,000

Please visit the website: www.hiwan.com

GENERAL MANAGER (GM) JOB DESCRIPTION

The General Manager at Hiwan Golf Club implements the Club policies and bylaws. He/she reports directly to the Club's owners in a transparent forthright manner. The GM manages all aspects of the Club and is expected to provide quality leadership to his/her team ensuring members enjoy the finest level of service. He/She is responsible for the success of all aspects of the Club goals and is expected to devote his/her full time and attention to operations, planning, and staff management.

The GM is expected to be a highly visible "face" for the Club and will work to provide a sense of community with both members and staff. He/she will display excellent communication skills. The GM serves as liaison between all management staff and the owners. He/she is responsible for discussing issues facing the Club with the owners and is expected to provide thoughtful advice and recommendations.

DIRECT REPORTS

- Head Golf Professional
- Golf Course Superintendent
- Food & Beverage Manager
- Executive Chef
- Facility Maintenance Supervisor
- Controller/HR

KEY ATTRIBUTES AND AREAS OF FOCUS

LEADERSHIP

- Be highly visible and available to members and staff
- Provide a natural leadership style that promotes staff & membership engagement
- Build strong relationships with department heads and foster an atmosphere of Team
- Be a thought partner with owners

FINANCIAL MANAGEMENT

- Develop annual financial objectives with the owners
- Evaluate operational efficiencies
- Develop specific metrics to monitor financial progress & success
- Manage Club cash flow, working closely with the owners
- Enhance outside banquet and outing revenues

MEMBERSHIP MARKETING

- Work with the owners to develop and implement the marketing plan
- Grow membership with an aggressive marketing campaign
- Attract younger members & families
- Experienced in direct, hands-on membership marketing
- Utilize technology to improve member retention

MEMBER ENGAGEMENT

- Create a new member orientation/socialization program
- Supply an exciting calendar of creative club events addressing all member groups
- Get to know the members, their families, & their desires
- Assure satisfactory communications between Club and its members
- Increase club utilization & member engagement

FOOD & BEVERAGE

- Work to improve F&B service, quality, & menus
- Direct & focus culinary team
- Provide members with improved service in dining
- Grow revenues from outside wedding and banquet business with direct oversight of sales and bookings

CANDIDATE QUALIFICATIONS

The ideal candidate will either be a successful, highly visible General Manager at a club known for exceptional member experiences and sound business principals or be viewed as an up and coming club management “superstar” with a minimum of 5 years of highly successful management in a top tier club.

- Frank & honest communicator
- Possess especially strong communication skills both verbal and written
- Demonstrated skills in financial matters
- Practical experience utilizing metrics & data to evaluate operations
- The ideal candidate will be highly visible & available to Members
- Proven experience providing excellent service levels for members & guests
- Candidate must be a charismatic, compassionate professional who truly enjoys the club environment
- Outgoing & personable with excellent interpersonal skills
- Creative thinker and problem solver
- Understanding of trends in clubs
- Energetic & enthusiastic
- Strategic thinker
- Team builder with experience training, guiding, & mentoring staff
- Motivational leadership style
- Experience acting as a thought partner
- Strong leadership & strategic planning experience
- Track record of innovative & creative programming
- Exceptionally strong food & beverage skill
- Experienced with technology and media
- Capital improvement project & renovation oversight experience

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Bachelor’s Degree from a four-year university or college is highly desirable, in Hospitality Management or a similar field is preferred.
- Track record of progressive career growth and successful experience in managing a full-service club.
- Certified Club Manager (CCM) designation is preferred.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA benefits, offers an excellent bonus and benefit package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter (in that order) using the link below. **Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary. Address your letter to the Board of Directors**, and clearly articulate why you want to be considered for this position at this stage of your career and why Hiwan Golf Club and the Evdergreen area will be beneficial to you, your family, your career, and the Club if selected. You should have your documents fully prepared to be attached when prompted for them during the online application process.

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

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter Hiwan Golf 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 Nan Fisher: nan@kkandw.com

Lead Search Executive:

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