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GENERAL MANAGER PROFILE: MILL VALLEY TENNIS CLUB MILL VALLEY, CA

GENERAL MANAGER OPPORTUNITY AT MILL VALLEY TENNIS CLUB

Mill Valley Tennis Club is seeking a positive, energetic, and highly capable professional who has strong leadership experience to be their new General Manager. The candidate must be one who embodies and demonstrates a confident service-orientated leadership style that promotes a positive culture with an emphasis on team development, training, service, F&B operations, process and procedure development, and financial management skills while maintaining the highest levels of member satisfaction and retention. The new General Manager will help the club execute its long-range plan.

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

ABOUT MILL VALLEY TENNIS CLUB

Founded in 1929, the Mill Valley Tennis Club is a not-for-profit organization that has served as a vibrant hub for tennis enthusiasts for nearly a century. Located in Mill Valley, California, the club has a rich legacy of promoting competitive and recreational tennis for its members while also fostering a strong sense of community.

Over the years, the Club has hosted prestigious tennis tournaments featuring top players from Northern California and beyond. In addition to competitive play, Mill Valley offers a lively social scene with events that include barbeque, happy hours, and a full agenda of annual social events. The Club's facilities include 5 beautifully maintained tennis courts, a year-round recreational pool, a full bar, and a café serving members seven days a week.

Mill Valley's long-standing tradition of member volunteerism contributes to its warm and welcoming atmosphere. The Club's commitment to both competitive and social tennis continues to define it as a cherished gathering place for families and tennis lovers in the Bay Area.

MILL VALLEY TENNIS CLUB BY THE NUMBERS

- Overall operational revenue: \$2M
- Annual Dues Volume: \$1M
- Initiation Fee: \$13,200 Tennis; \$8,000 Swim
- Annual dues: Tennis family \$282/month; Swim family \$148/month
- F&B volume: \$500,000
- Employees: 6 FT and 24 Seasonal
- Annual F&B minimum: \$600
- Average age of member: 50
- Membership: 189 Family Tennis, 139 Swim, 45 single Tennis
- The Club is organized as a 501(c)(7) and is a not-for-profit corporation
- Board members serve a two-year term; Board Members: 7
- Volunteer committees: Finance, Membership, Tennis, House & Grounds
- The GM reports to the Board of Directors
- Club POS System: Revel; Accounting: QuickBooks

MILL VALLEY TENNIS CLUB WEB SITE: www.mvtc.org

GENERAL MANAGER - POSITION OVERVIEW

The Board desires a GM who functions in a COO-like fashion, working very closely with the Board of Directors of the Club to ensure strong Member satisfaction and service offerings, stable financials and cash flow, and that our facilities remain pristine and top quality. The GM is looked upon as the face of MVTC and is expected to get to know all our members and reinforce our club culture and rules. We have active Committees, and the GM partners with our volunteers to help bring programs and ideas to life and ensure they align with Club operations. The GM continuously seeks ways to enhance and elevate the overall membership and staff experience.

A key to his/her success is getting to know members and fostering our overall member experience of quiet luxury while not being afraid to help the membership understand their responsibility towards the club environment and culture. This person will need to work at every level and work with the staff to provide exemplary service and consistency in the F&B operation.

DIRECT REPORTS

- Director of Tennis
- Facilities Manager
- Head Chef
- Head of bar
- Office Staff

KEY ATTRIBUTES AND AREAS OF FOCUS

- Ability to act as a thought partner with the Board and its Committees
- Cultural development through strong hiring, training, communication, and fostering a strong team work ethic
- Development of a Strategic Plan in cooperation with the BOD
- Innovative membership recruitment ideas and experience
- Strong understanding of Year-round Food and Beverage operations for the club members and guests
- Effective financial management skills through oversight of annual operating and capital budgets
- Sincere and consistent member and staff engagement and visibility to members and staff as the face of the club
- Facility management expertise including maintenance excellence
- Attentiveness to member services, programming, and satisfaction
- Process driven leadership; setting standards of performance and execution including delegation
- Recognizes the club's marketplace, location and culture and works to position the club within the community as a desirable and admired club
- Capital project and renovation oversight experience
- Strong leadership and strategic planning experience

VISIONARY

- Must be a thought partner for the Board, recognizing the importance of keeping MVTC on the cutting edge of Racquets, Fitness, Dining and Swim club excellence by possessing a keen understanding of current and future trends, demographics, legislative, economic, and social issues.

FINANCIAL MANAGEMENT

- Must have sound financial management skills including the ability to oversee the preparation and management of annual operating and multi-year capital budgets supporting the strategic and tactical initiatives and expectations that s/he has established with the Board.
- Is ultimately responsible to ensure that appropriate safeguards and controls are in place for all of MVTC's primary assets (membership, staff, amenities, etc.), whether it is for physical safety purposes or for the protection and long-term financial success of the club.

FOOD AND BEVERAGE

- Assure gratifying food and beverage production and service in the Cafe.

- Develop and enhance consistent training programs for all food service personnel, working as necessary with the F&B staff and chef to together be directly responsible for those operations.
- Controls Cost of Sales and has the vision to increase sales.

STRATEGIC PLANNING

- In partnership with the Board, the GM must lead the development of a strategic plan/business road map for the current and future success of the club.
- Must be able to identify issues, needs, goals, and objectives to help ensure the perpetuation and continued viability of the club.

MEMBER, BOARD, AND COMMITTEE RELATIONS

- Ensure that member satisfaction is always the priority. Provide sincere and visibly engaged leadership and interaction with all facets of the membership and their guests. Be a consistent and positive force behind the creation and continuous enhancement of all aspects of MVTC. Must be visible and available to his/her membership. Recognize that the *Member Experience* and meeting the expectations of MVTC members is of critical importance to his/her long-term success.
- Must understand and be able to bridge the differences in the club's demographics through effective member relations, activities programming and communication.
- An active participant at Board and club Committee meetings to set policies and strategies to achieve the goals and objectives.

COMMUNICATION

- Will be a primary *two-way* conduit for information exchange, and must be consistent, positive, and able to *engage* in this process. S/he must be a true listener who places great importance on personal interactions with all constituencies of MVTC.
- Experience in developing a communication platform using contemporary media (website, apps, social media, etc.) is desirable.
- Is the primary verbal and written communicator of important information to members and staff and recognizes that the ability to convey information in an articulate, well-conceived and well-written manner is of utmost importance.
- Believes in the power of proactive communication (i.e. orienting and culture setting) of members, staff, and guests to ensure the core values of the club are being recognized and achieved.

CANDIDATE QUALIFICATIONS

- A minimum of 3 - 5 years of verifiable, progressive leadership and management experience in similar environments. NOTE: Those current Assistant General Managers or Managers at well-recognized clubs, with verifiable records of achievement, will be ***strongly*** considered for this role.
- Strong general leadership skills with verifiable strengths in team development, financial performance, diverse recreational amenity management (tennis, dining, banquets, family activities, aquatics and others are especially desirable), quality food and beverage programming, exceptional member/guest service programming, strategic planning, project management, and most importantly the ability to consistently define and achieve goals and objectives.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A minimum of two years of college with a focus on Hospitality Management is desirable.
- In lieu of a degree, substantial private club or hospitality industry experience will be considered.
- From the club industry, Certified Club Manager (CCM) designation is encouraged with further certifications being of interest as a commitment to on-going and lifelong learning and networking.

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. *Salary Range: \$140,000 - \$160,000 + bonus*

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 the **Mill Valley Tennis Club search committee/Mr. Michael Ellis Secretary**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why MVTC and the Mill Valley, CA area will benefit you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Friday, November 15, 2024. Interviews will be held in early December, and the second interview will be a short time later. The new candidate should assume his/her role in the new year.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Mill Valley Tennis 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 at katy@kkandw.com

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