

GENERAL MANAGER PROFILE: WOODBROOK GOLF CLUB BRAY, IRELAND

THE GENERAL MANAGER OPPORTUNITY AT WOODBROOK GOLF CLUB

Woodbrook Golf Club is seeking a proactive and ambitious General Manager to continue to drive the club forward. The successful candidate will focus on the constant improvement of club operations and member experience. They will be responsible for delivering planned capital projects and overseeing all aspects of club operations whilst leading and developing the team, nurturing growth and excellence across all departments. The General Manager will contribute to the club's strategy, working collaboratively with the Council, committees, and senior management team. He or she will be a dynamic individual with a proven track record in elevating clubs. The successful candidate must possess strong leadership skills, strategic thinking, and the ability to translate vision into actionable deliverables. This position offers the opportunity to shape the future of Woodbrook Golf Club, building upon its illustrious history whilst steering it towards continued success.

ABOUT WOODBROOK GOLF CLUB

Woodbrook Golf Club in Bray, Ireland, is one of the country's most distinguished members' clubs. With a nearly a century history, Woodbrook has hosted prestigious events, including the Irish Open and numerous national tournaments. The club is set to host the R&A's Home Internationals in 2026, coinciding with its centenary celebrations. In recent years, Woodbrook has significantly invested in its course and clubhouse facilities, enhancing its standing among Ireland's premier clubs. With further improvements planned, Woodbrook continues to blend its rich heritage with modern amenities. As it approaches its 100th year, the club remains committed to providing an exceptional golfing experience, solidifying its position as a cornerstone of Irish golf.

WOODBROOK GOLF CLUB WEB SITE: www.woodbrook.ie

KEY CHARACTERISTICS

A key requirement is to be able to work proactively with the Club Council and Club Committees, who in turn will keep the General Manager focused on key goals and objectives that benefit the long-term well-being of Woodbrook Golf Club and ensure that future capital projects are successfully planned and executed, keeping all appropriate constituencies well-informed throughout. The Club Council is looking for a partner-like mindset from its General Manager to take a strong role in running the Club, to be out in front of issues, and to provide them with solutions and execute successful outcomes where and when needed.

Outstanding communication skills, both written and verbal, are necessary. Additionally, as the primary communicator of most of the information at the Club, a keen ability to listen, engage, build trust, and be highly approachable is also of critical importance. The new General Manager must have a continuous improvement mindset and a genuine drive to progress.

- Knowledge and deep understanding of golf operations.
- Ability to create and communicate a clear vision to a diverse group of stakeholders.
- Project management, monitoring progress, and evaluating impact within sound business planning principles.
- Strong financial management skills and ability to interpret financial data.
- Knowledge of all applicable licensing laws.
- A well-rounded commercial background that includes operating businesses and asset management.
- Analytical and strategic thinker who can review complex problems and generate effective solutions.
- Experience in effective and skilled communication with a range of organisations, partners, and people
- Ability to effectively manage both professional and volunteer staff involved in the organisation

- Experience in producing budgets and business plans.
- Ability to develop the skills and abilities of staff at all levels.
- Good report writing, oral, and administration skills.
- Ambitious with drive
- Good public speaking skills
- Organised and effective planner with the ability to balance priorities.
- Effective IT skills.

KEY RESPONSIBILITIES OF THE GENERAL MANAGER

Leadership and Operations

- Provide strategic leadership for all club staff, ensuring operations consistently meet premium quality standards.
- Oversee hospitality services across all facilities, including bar and catering, housekeeping, and grounds maintenance.
- Manage day-to-day operations within budgetary guidelines while maintaining exemplary service standards.
- Establish and monitor key performance indicators, policies, and procedures to drive operational excellence.
- Foster a culture of professionalism, emphasising teamwork, accountability, and effective communication.

Member and Guest Relations

- Ensure exceptional service levels for members and their guests throughout all club facilities.
- Proactively identify and address member and guest needs, serving as the primary point of contact for high-level inquiries.
- Oversee all aspects of guest service in collaboration with department heads, including golf operations, bar and catering areas.
- Manage and actively participate in club events, personally engaging with members and guests to ensure satisfaction.

Staff Management and Development

- Supervise, train, and develop staff across all departments, emphasising technical proficiency and service excellence.
- Conduct regular performance evaluations, implement corrective actions as needed, and ensure compliance with club policies and relevant legislation.
- Optimise staff scheduling to ensure appropriate coverage and efficient communication of operational changes.
- Lead departmental meetings in conjunction with relevant managers to align staff with club objectives and service standards.

Strategic and Capital Project Management

- Collaborate with the Council to develop and implement Woodbrook's long-term strategic vision.
- Oversee planning, execution, and delivery of planned and future capital projects, ensuring alignment with club objectives and member expectations.
- Manage relationships with external contractors, architects, and consultants for capital improvements.
- Conduct comprehensive cost-benefit analyses for proposed projects, presenting data-driven recommendations to the Council.
- Monitor project progress, budgets, and timelines, providing regular stakeholder updates and addressing issues promptly.
- Ensure all capital projects enhance the club's offerings while preserving its distinctive character and heritage.

Financial Management

- Develop, manage, and oversee the club's annual operating and capital budgets, ensuring alignment with the club's strategic goals and financial performance objectives.
- Control costs across all departments by overseeing purchasing decisions, maintaining effective profit and loss controls, and monitoring labour costs.
- Monitor and optimise all revenue streams, including membership fees and green fees

- Provide monthly financial reports and analysis to the Honorary Treasurer, offering insights on financial performance, cash flow, and forecasting.
- Ensure compliance with all relevant accounting standards, tax regulations, and internal financial policies. Work with external auditors to complete annual financial audits.

Compliance and Safety

- In collaboration with the Franchised Caterer, ensure strict adherence to all health and safety regulations, including food safety, hygiene standards, and alcohol beverage control policies.
- Implement and maintain comprehensive safety and sanitation protocols to protect the club, staff, and members.

Continuous Improvement

- Through surveys and relationships, analyse feedback from members, guests, and staff to implement service enhancements.
- Develop and propose innovative concepts to elevate member satisfaction and drive club utilization.
- Stay abreast of industry trends and best practices to enhance Woodbrook's position as a premier golf club continually.

CANDIDATE QUALIFICATIONS

A minimum of 3-5 years of progressive leadership/management experience, preferably in a management role in a golf-centric, club with multi-dimensional operations, or leading hospitality operations outside of the club industry in a similar hospitality operation. True 'rising stars' from the club industry who have been verifiably well-mentored or those hospitality industry managers who come from top-quality environments and possess outstanding relationship skills will also be considered.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM, CCE, or PGA are encouraged but not required.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience.

INSTRUCTIONS ON HOW TO APPLY

Please upload your CV 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 CV or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Ms. Clodagh Hopkins, President, 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 WGC and the Dublin 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 Monday 11th November 2024. Candidate selections will occur in mid-November with the first Interviews expected in late November 2024 and the second interviews a short time later.

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

"Last Name, First Name - CV" &

"Last Name, First Name - Cover Letter – Woodbrook GC"

(These documents should be in Word or PDF format)

Note: Once you complete the application process, you are not able to go back in and add additional documents.

[Click here](#) to upload your CV and cover letter.

If you have any questions, please email Patty Sprankle: patty@kkandw.com or Michael Herd: michael.herd@kkandw.com

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