

## **GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: BERKELEY HALL CLUB BLUFFTON, SC**

### **GENERAL MANAGER/CHIEF OPERATING OFFICER AT BERKELEY HALL CLUB**

Berkeley Hall Club, located in Bluffton, SC, just west of Hilton Head Island, is seeking a dynamic General Manager/Chief Operating Officer (GM/COO). Recognized as one of the premier residential lifestyle communities in the Southeastern U.S., Berkeley Hall is known for its exceptional maintenance and is widely regarded as the most desirable community in the Lowcountry.

The Club seeks a visionary leader who will collaborate with the Board to shape and execute a strategic plan for the future within this bundled community. Elevating the overall member and resident experience is a key priority, requiring a leader who can engage effectively with the Boards, Committees, Members and Residents, and staff. The ideal candidate will be front-facing and highly engaged, with a strategic, big-picture leadership approach. They must be an active listener, skilled in formulating and executing strategies, and possess the presence and gravitas to lead with confidence. In the boardroom, they will take a firm yet collaborative approach, ensuring clear vision and organization, particularly in capital projects.

Berkeley Hall is an exceptionally beautiful property, anchored by two outstanding Tom Fazio courses. The new GM/COO will play a critical role in providing clear, effective, and accountable leadership, fostering a sense of community among engaged and supportive members/residents. By ensuring continuity and working closely with the Board and Committees, this leader will help position Berkeley Hall for long-term success.

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

### **ABOUT BERKELEY HALL CLUB AND COMMUNITY**

Berkeley Hall Club, a distinctive private golf community edged on the banks of the pristine Okatie River in Bluffton, South Carolina – the heart of the coastal Lowcountry – is a world with a casually inviting and active lifestyle that sets the standard for all private communities. Just minutes from Hilton Head Island, the 980-acre property is unique among top private golf communities. With two world-class Tom Fazio courses and a stunning Jeffersonian-style clubhouse that form the “Core of the Community,” the two walkable classic courses feel more like a golf retreat, with beautiful lagoons and majestic live oaks.

For the families of Berkeley Hall members, the 35,000-square-foot Jeffersonian-style Clubhouse serves as the community’s social activity center. The architectural magnificence it conveys from the outside is equally matched by its inviting interior design. Members meet here in the morning over daily complimentary continental breakfasts or in the locker rooms as they prepare for a match on the links. Each day is filled with an active buzz as groups and committees get together as well as family and friends who enjoy multiple dining options. Within the community is The River Park which winds along the banks of the Okatie River. The Community Dock is dotted with egrets and the occasional dolphin sighting. Surrounded by 10 miles of nature trails, Berkeley Hall Greenways travels to the park, over rustic bridges and below moss-draped live oaks.

The culinary scene is a rich tapestry of influences that results in classic flavors and unique interpretations. Berkeley Hall embraces this variety with six distinctive dining options, each with its form of informal sophistication and together offering a balanced experience from simplicity to decadence. From the outdoor Verandah to the cordial Tap Room where jokes are shared and stories are embellished, each menu is unique and reflects the bounty of the season.

Berkeley Hall offers several physical pursuits, from golf and racquet sports to swimming, biking, water sports, and more, for each member to meet their goals. Throughout the large state-of-the-art training facility, members have access to cardiovascular strength equipment, training classrooms, an indoor pool and whirlpool, sauna and steam rooms, spa treatment areas, and a healthy spa café.

### **BERKELEY HALL CLUB BY THE NUMBERS**

- 594 Members
- 65 Average Age of Membership
- \$115,000 Initiation Fee
- \$26,714 Annual Dues
- Annual Rounds of Golf is approximately 52,000
- Annual Gross Volume is approximately \$25M
- Annual Dues Volume is approximately \$13.5M
- Annual F&B Volume is approximately \$2.2M
- 77% a la carte 23% banquets
- 130 employees (FTE); 7 seasonal
- POS – Clubessential

**BERKELEY HALL CLUB WEBSITE:** [www.berkeleyhallclub.com](http://www.berkeleyhallclub.com)

### **GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW**

The General Manager/Chief Operating Officer of Berkeley Hall Club reports directly to the Club President and manages all aspects of the Club's operations. He/She coordinates and administers the Club's policies as defined by the Board of Directors, develops operating policies and procedures, and directs the day-to-day work of all departments including golf operations, course maintenance, rental programs, HOA/POA operations, member services, food and beverage, fitness, security, accounting/budgeting, and human resources, as well as being actively involved in real estate and membership marketing efforts. Specific emphasis on delivering the highest quality standards to enhance the experience for members and their guests and having an exceptional eye for details relating to the overall experience, amenities, and programming quality.

The GM/COO is expected to be a consummate and respectful professional in terms of transparency, honesty, straightforwardness, integrity, accountability, leadership, and dedication. He/She must be able to inspire and motivate a strong, well-regarded team of key directors and earn the respect of the members and employees as well as the community at large; understanding how to gain and maintain the trust and confidence of these constituencies is a critical success factor at Berkeley Hall.

Berkeley Hall Club is a busy and multi-faceted operation that requires significant administrative and organizational skills and possessing strong financial acuity is important, as is the ability to succinctly and concisely analyze and convey important financial information and expectations to various Committees, the Board, and the leadership team, especially important with the upcoming or currently underway capital improvements and planning for their successful opening upon completion.

Communication, while clearly important at all clubs, is of utmost importance at Berkeley Hall. The GM/COO must be comfortable and effective in being able to communicate with all levels of staff, with the varying demographics of the membership, with outside vendors and community leaders, and in both one-on-one and large group settings. Active listening and feedback/response skills must be honed at a high level and exceptional personal presentation and writing skills are critical in this role, as is a sincere and natural front-facing, approachable style. Collaborating with the Board, Committees, and Senior Staff, the GM/COO must be focused on ensuring that the Club's vision is relevant, topical, and well-constructed and that all involved know their accountabilities. Natural "executive presence" is necessary for a successful new leader in this role.

## **INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER**

- Engage with the Board, Members, and Staff to understand the Club's culture and history before implementing significant changes. Be visible, approachable, and actively present in the community.
- Assess employee strengths and areas for development while clearly communicating your vision and strategy. Develop a plan to enhance staff morale and satisfaction, ensuring a high level of service and member experience.
- Prepare a "State of the Club" report after 90 days, offering insights and recommendations on operations, staffing, programming, and key processes.
- Define and communicate a strategic vision for the Club's future within the broader community.
- Maintain a strong and consistent presence throughout the community, fostering engagement with members and staff.
- Implement best practices for clear and effective communication across all levels of the organization.
- Actively listen to stakeholders and articulate a compelling, forward-thinking vision.
- Gain a deep understanding of the unique dynamics and landscape of the community.

## **CANDIDATE QUALIFICATIONS**

- A highly energetic individual with a proven track record as a GM or Assistant GM and a passion for service excellence in all facets of club and community operations providing innovative leadership and sound guidance to club membership and staff.
- A minimum of 10 years of progressive leadership/management experience in a private member-owned private club and/or community or high-end resort operation, preferably those with member boards and committee involvement.
- Strong history of success and keen understanding of quality Food and Beverage operations, including revenue growth, training, innovation and creativity, and strong service culture development.
- Proven and verifiable leadership qualities with a demonstrated ability to direct, coordinate, and control all aspects of a full-service club and community.
- Demonstrated ability to attract, hire, develop, and engage a high-performing cross-functional team, all focused on a "continuous evolution to excellence" in all that they do.
- Strong history of success and keen understanding of golf facilities to ensure the course is maintained to the best possible standards, with capital resources appropriately designated to provide for long-term sustainability and playability of the course while providing a world-class golf experience for members.
- A successful candidate will recognize that they need to be a creative problem-solver with the ability to convey ideas, suggestions, and solutions in a thoughtful, well-reasoned manner with a high level of integrity to gain trust, buy-in, and support from both members and staff. This is not a "redo" situation, but rather one where continuous, thoughtful evaluation of enhancements or innovations of activities, programs, experiences, and such is an important natural part of the GM/COO's makeup.
- An organizationally focused individual who recognizes that an "obsessive focus on details and consistency of delivery at a high-level result in high member satisfaction, high levels of quality and an overall exceptional member experience."
- Financial and budgeting acumen with prior P&L responsibility, as well as a true understanding of the balance sheet, member equity, and cash flow.
- Critically essential is a leader with "true gravitas" who can diplomatically and effectively convey their beliefs with confidence, back them up with reasoned support, and stand firm where necessary because they strongly believe in the overall "betterment of the Berkeley Hall community as a whole!" This leader epitomizes the concept of being a "true thought partner" with the Board, and "taking ownership" of the role is critical.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Industry certifications such as CCM, CCE, CMC, or PGA are encouraged but not required.

## **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 benefits package.

## **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter in the order listed using the link below. When prompted for them during the online application process, you should have your documents fully prepared to attach. Please be sure your image is not on your resume or cover letter; it should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Berkeley Hall Club President, Rich Forde**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Berkeley Hall Club and the Bluffton, SC 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, May 23, 2025. Candidate selections will occur in late May, with the first interviews expected in June 2025 with the second interviews a short time later. The successful candidate should assume their role in August 2025.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Berkeley Hall”

(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 Alice Stevens: [alice@kkandw.com](mailto:alice@kkandw.com)

### **Search Executives:**

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