

JOB DESCRIPTION

Position	Golf Manager
Department	Golf
Reports to	General Manager

Primary Objective of the Position

To maximise guest satisfaction and achieve sales, profitability and quality service goals by managing and providing prompt, efficient and courteous service to all Golf Club and Resort Guests. All work is carried out in line with the Resort's guidelines and business plan, the department business plan, corporate guidelines and service concepts

Scope of Responsibility

The position holder will be responsible for

- The Retail Shop(Pro Shop)
- Golf Marketing
- Human Resources Management of the Staff employed
- Physical Plant and Facilities Management

Tasks, Duties and responsibilities

Golf Academy

- Ensures that all guests and members are greeted in a pleasant and efficient manner
- Ensures that members and guests are provided with clean and safe facilities
- Carries out inspections of the facilities to ensure that good housekeeping principles are adhered to and all equipment is in working order
- Makes sure that all collateral for the facility is accurate and well presented.
- Ensures that the control systems are functioning as designed
- Formulates and agrees revenue budgets with the General Manager and prepares monthly reports on operations

Pro Shop

- Prepares sales budgets for General Manager's approval and reports on results
- Ensures that par stock levels are adhered to and that no wastage occurs
- Makes sure that security is maintained and stock shrinkage is not allowed
- Calculates the proper profit margins and ensures these are maintained
- Keeps current with demands of members and visiting clubs and ensures that innovative products are available
- Displays stock in an attractive manner so as to maximise sales opportunities
- Staffs the facility to an efficient manner allowing for proper guest care and attention
- Ensures that all sales are recorded and reports are accurate
- Programmes visiting societies and clubs and ensures that tee off times are efficient and effective allowing members ample opportunities to play
- Deals with all correspondence in a timely and accurate fashion
- Liaises with the Green Keeper to have course set ups are required for competitions required by visiting societies etc.
- Ensures that green fees and hire charges of equipment are collected and accurately recorded

Starter/Ranger

- Ensured that starter is briefed on the societies and visitors to the course
- Checks to ensure that control is kept of all players and their eligibility to play
- Trains the starter and ranger in their duties so as to allow for efficient use of the course
- Deals in a diplomatic manner with disputes which arise

Golf Marketing

- Works closely with the Resort Marketing Dept to ensure the interests of the Golf Department are represented
- Keeps abreast of competition and industry developments
- Prepares marketing plans for all revenue producing departments and submits with costs for approval
- Produces pricing schedules which, while competitive, create increased returns to the investors
- Keeps current with potential business suppliers
- Represents the Resort at events where business opportunities exist for the Resort such as trade shows, sales calls and personal appearances
- Conducts on site client inspections and show rounds
- Coordinates press and trade visits and familiarisation trips for industry and media
- Is proactive in solicitation of business from Resort guests/ Travel agents and Golf Wholesalers
- Uses innovative ideas/promotions to expand the range of activities and so profitability
- Attends sales and marketing meetings to represent golf interests

Physical Plant and Facilities Management

- Ensures that all equipment under control is maintained in optimum condition and operated within the defined safety guidelines
- Liaises with the Chief Engineer to ensure rapid correction of faults
- Makes sure that all locker rooms and club facilities reflect the image of the Resort and that regular inspections are carried out on cleaning and hygiene standards.
- Ensures the security of the assets of the Resort
- Prepares annual plans for the upgrading of the facilities and equipment of the Golf Department

Human Resources Management

- Directs and co-ordinates all employees under control to ensure compliance with performance expectations and legal requirements
- Works with the Human Resources Department to ensure timely recruitment for replacement staff
- Deals with staff concerns, grievances and complaints.
- Prepares development plans, training courses and personal career counselling for staff under control
- Devises staff scheduling to ensure that requirements are met without waste or duplication and accurately records sickness, absences and holidays
- Ensures that all health and safety regulations are adhered to
- Evaluates employee performance regularly
- Ensures that disciplinary action is taken when needed utilising consistency, fairness and respect

Health and Safety

- Ensures that all potential and real hazards are reported and reduced immediately
- Fully understands the hotel's fire, emergency, and bomb procedures
- Ensures that emergency procedures are practised and enforced to provide for the security and safety of guests and employees
- Ensures that all employees in the department work in a safe manner that does not harm or injure self or others
- Stimulates and encourages a general awareness of health and safety in tasks and activities carried out within the department
- Ensures the safety of the people and property within the premises by applying hotel regulations, adhering to existing laws and regulations
- Anticipates possible and probable hazards and conditions and either corrects them or take action to prevent them from happening
- Ensures that the highest standards of personal hygiene, dress, uniform, appearance, body language and conduct of hotel employees is maintained by all employees in the department

Miscellaneous

- Attends meetings and training required by the General Manager
- Assists colleagues to perform similar or related jobs when necessary
- Ensures guest satisfaction by attending to their requests and inquires courteously and efficiently
- Accepts flexible work schedule necessary for uninterrupted service to hotel guests
- Maintains own working area, materials and company property clean, tidy and in good shape; reports defective materials and equipment to General Manager
- Continuously seeks to endeavour and improve the department's efficient operation, and own knowledge of the job function
- Is well updated on, and possesses solid knowledge of the following:
 - Hotel fire, bomb and emergency procedures
 - Hotel health and safety policies and procedures
 - Hotel facilities and nearby sights of interest and importance (i.e. hospitals, stations, tourist sights)
 - Hotel standards of operation and departmental procedures
 - Accepted methods of payment by the hotel