



## Candidate Profile

### General Manager

Colonia Country Club  
Colonia, NJ (Metro NY/NJ) [www.coloniacc.net](http://www.coloniacc.net)

#### Club Background

---

Colonia Country Club is located in the NY/NJ metropolitan area within a short drive to Manhattan. Colonia is a private club with an active roster made up of a diverse and discerning membership from the adjoining New Jersey and New York area. Colonia boasts a 20,000 square foot clubhouse which is home to a formal dining room seating up to 250 guests for receptions and functions, a casual Mixed Grill Room, outdoor patio, Men's and Women's locker rooms, fitness room, card room and barbershop. A resort quality pool complex opened in 2013 features indoor/outdoor dining and bar, adult and wading pools and luxurious cabanas. The golf course is considered a "Hidden Gem" in PGA Met Section. The conditions are consistently in championship form and it is the pride of the club members. Thomas Bendelow, a renowned golf course architect from Aberdeen, Scotland, laid out the original course at Colonia in 1898, and the trace of his handprint remains strong enough today that an Old-World golf experience awaits members and their guests at the club. Colonia has been in continuous operation since it opened and is the 13th oldest golf club New Jersey. In addition to the 6,380-yard course, there is a driving range, chipping green with sand bunkers, a separate putting green and a Halfway House.

Within the last ten years, the club was purchased by a group of committed members to further the Colonia tradition of a warm and friendly family club providing excellence in member services and programs for future generations. Colonia Country Club is active from February through December each year with a full complement of golf, social and pool activities.

Colonia Country Club is supported by a long-tenured senior team who report to the General Manager, which include:

Golf Course Superintendent  
Golf Professional  
Director of Food and Beverage  
Executive Chef  
Bookkeeper/Office Manager

#### Position Summary

---

The selected candidate will serve in the capacity of the General Manager of Colonia Country Club and will need to be a visible and accessible leader to both the members and staff alike. The General Manager will guide all club operations under the direction of the Ownership Committee of the club. The General Manager will act as the leader and mentor to the senior management team and club staff. He/she will be held accountable for all areas of the club and will enable the Ownership Committee to avoid the short-term operational focus, which is the primary responsibility of the general manager and senior management team. The General Manager will act as the liaison to the club membership. The primary initiative of the General Manager will focus on the development and execution of a

membership-marketing program. The General Manager will allow the Ownership Committee to focus on proper governance and strategic and forward club programming.

## Responsibilities

---

- To provide leadership and oversight to all department managers. In coordination with department managers, The GM will assist in the recruitment, hiring, training, supervision and timely evaluation of all of the staff. Compensation and benefits are to be administered consistently and must fall within the guidelines as mandated by the annual budget and club policy.
- The General Manager will develop, plan and execute a well thought out membership development plan while maintaining and enforcing all membership policies. The overall marketing of the club which includes community visibility/awareness will also include a redeveloped event planning strategy which will utilize and take advantage of all facilities (banquets/meetings/weddings/community and corporate golf outings).
- The General Manager will collaborate with the senior management team to promote a “member first” service culture that ensures member patronage and maximizes the use of the club’s facilities. The General Manager is expected to “set the pace/example” for all employees and to actively lead a positive culture where service excellence, teamwork and cooperation are emphasized.
- Responsibility for the financial guidance and reporting for all club operations in accordance with acceptable accounting procedures and club standards. Such duties will involve the formulation of the annual operating and capital budgets to be coordinated with the Ownership Committee, the office manager and senior management team. The General Manager will operate the club by the approved budgets and will report the club’s financial condition to the Ownership Committee on a monthly basis.
- The active promotion of the club to all members and their families. The General Manager is expected to interact with members on a daily basis; actively soliciting member opinions and input as to the club’s facilities and services. Visibility and accessibility are paramount. The General Manager will respond to member complaints in a timely fashion and report significant issues to the Ownership Committee.
- Possess a working knowledge of all facets of private club operations with emphasis on food and beverage services, golf and pool activities, membership growth, staff mentoring, and the ability to drive member usage through program development.
- Demonstrate a reputation as an active and visible club leader, exhibiting a casual yet professional image and responsive to member needs and feedback.
- The positive representation of Colonia Country Club in the New Jersey golf and club Community; leading the recruitment, orientation and retention of new and existing members.

## Requirements

---

The General Manager will be the consummate professional; well versed in all facets of club administration. He or she will have the following skills and attributes.

- A minimum of five years as a general manager, assistant general manager or clubhouse manager in a comparable private club setting. Candidates will have a working knowledge of club operations with a strong emphasis on membership development/marketing, food and beverage, club activities, financial management and strategic planning. Candidates with prior experience in traditional, family-oriented clubs with ties to the metropolitan NJ/NY area are preferred.

Attributes to include:

- An outgoing and friendly personality with a high potential to identify with and embrace the club's culture.
- Leadership skills with the ability to motivate a veteran staff with a commitment to quality and excellence. To further develop the “Member First Service Culture.”

- Highly energetic...a self-starter with a “hands-on” approach to management.
- Excellent communication skills at all levels.
- A strong sense of service with proven staff development and training skills.
- Attention to detail with a sense of urgency.
- The ability to function in an entrepreneurial environment; to respond to the ideas and energies of the membership and ownership. The ability to deal with a variety of personalities and demographics.
- The ability to see the “big picture” but also to have a critical eye for detail.
- A career path marked by a logical progression of title and responsibility, the stability of tenure and accomplishment.
- The reputation as an effective and visible leader; exhibiting maturity, a positive image and disposition and superior communication and “people” skills.
- The ability to attract, train, mentor and retain a talented and cohesive staff; able to effectively manage a diverse team of accomplished and dedicated professionals who have faithfully served the club for many years.
- A Hospitality, Business Management or related degree is preferred, with a commitment to continued education. The CCM designation is a plus.
- Impeccable and verifiable references. All candidates will be subject to a formal background review.

### Competitive Compensation and Benefits

---

- A base salary and annual performance bonus.
- Family health insurance in accordance with established policy.
- A full CMAA package to include dues and education expenses; to be determined in each year’s operating budget.
- A club cell phone

Professionals who meet or exceed the established criteria are encouraged to contact:

GSI Executive Search, Inc.

Daniel J. Farrell, CCM  
[dan@gsiexecutivesearch.com](mailto:dan@gsiexecutivesearch.com)  
 518.852.0986  
[www.gsiexecutivesearch.com](http://www.gsiexecutivesearch.com)