

Candidate Profile

General Manager

North Shore Golf Club

Menasha, Wisconsin

www.nsgolfclub.com



Organization

Founded in 1930, North Shore Golf Club is the full-service family country club in Menasha, Wisconsin. The club's 250+ members and their families enjoy an array of recreational and social amenities at North Shore. The club includes a picturesque 18-hole golf course, swimming pool, and an elegant 22,000 square foot clubhouse offering a variety of member dining and banquet venues, including a spacious ballroom. The golf course was renovated in 2006. North Shore has hosted the Wisconsin State Match Play, State Amateur, and in 2018 will host the Wisconsin State Open. The club is currently renovating the outdoor patio and has a long history of constantly improving the club and facilities. The club's members are the business and social leaders of the greater Fox River Valley area. The club is open year-round and enjoys a full schedule of golf and social events for member families and their guests. The Fox River Valley area is a true family community with affordable housing, excellent schools, and rich cultural attractions.

The club's annual gross revenues are \$3.7 million with food and beverage revenue of \$1.1 million. Total staff in season reaches 130 employees.

Position Description

The General Manager serves in the capacity of the Chief Operating Officer of North Shore Golf 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 Board of Directors. The General Manager will act as the leader, mentor and liaison between all Department Heads and Committees. He or she will be held accountable for all areas of the club and will enable the Board to avoid the short-term focus that is the staff's responsibility allowing the Board to focus on proper governance. This will be the first General Manager position in the club's long history. They seek an experienced, strong, well-rounded club leader with particular experience in membership marketing, social media, and board and committee governance. This is an excellent opportunity for a club management professional to come in as the first GM and lead the board and club into a new era in North Shore's storied history.

Liaison to: All of the Club's Standing Committees and Committee Chairpersons; Finance Committee, Golf Committee, Greens and Grounds Committee, Membership Committee, House Committee, Entertainment Committee, and Nominating Committee.

Direct Reports include: Club House Manager, Executive Chef, Controller, Golf Course Superintendent, and Director of Golf.

Responsibilities

- The oversight of the work of all Department Heads and Managers. In coordination with Department Heads, the recruitment, hiring, training, supervision and timely evaluation of all of the club's 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 directly and through Department Heads emphasize a "member first" service culture that ensures member patronage and maximizes the use of the club's facilities.
- 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 President.
- The positive representation of the club in the Fox River Valley Community; assisting as needed in the recruitment, orientation and retention of new and existing members.

- Responsibility for the financial guidance and reporting for all club operations in accordance with acceptable accounting procedures. Such duties will involve the formulation of the club's annual operating and capital budgets to be coordinated with the Finance Committee, the Controller and Department Heads. The General Manager will operate the club in accordance with the approved budgets and with the Controller report the club's financial condition to the Board of Directors on a monthly basis.
- Possess a working knowledge of all facets of private club operations with emphasis on food and beverage services, membership growth, social media presence, 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.
- Other duties as requested by the President and Board of Directors.

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 traditional, comparable private club setting. Candidates will have a working knowledge of all facets of private club operations with a strong emphasis on food and beverage, membership marketing, financial management and strategic planning. Candidates with prior experience in traditional, family oriented clubs 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.
 - 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 a Committee oriented environment; to respond to the ideas and energies of the club's Standing Committees. The ability to deal with a variety of personalities.
 - Firm leadership skills to guide the club's board governance and oversee the work of club committees.
 - The ability to see the "big picture" but also to have a critical eye for detail.
 - A career path marked with a logical progression of title and responsibility, 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 General Manager is expected to "set the pace" for all employees and to actively promote a positive and safe work environment where teamwork and cooperation are emphasized.
 - The ability to attract, train, mentor and retain a talented and cohesive staff; able to effectively manage a diverse staff of accomplished and dedicated professionals who have faithfully served the club for many years.
- A Hospitality, Business Management or related degree is preferred.
- The CCM designation is a plus.
- Impeccable and verifiable references. All candidates will be subject to a thorough background review and must have an excellent credit record.

Compensation and Benefits

- A base salary and potential annual bonus.

- Family health insurance in accordance with club policy.
- Participation in the club's 401K Plan.
- Standard benefits.
- Relocation assistance.
- A full CMAA package to include dues and education expenses; to be determined in each year's operating budget.

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

GSI Executive Search, Inc.

Scott McNett

Scott@gsiexecutivesearch.com

314-854-1321