

CANDIDATE PROFILE

General Manager
Aspen Valley Golf Club
Flagstaff, AZ



www.aspenvalleygolf.com

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The Organization

Aspen Valley is a private, 18-hole golf club nestled in the ponderosa pine forest of Flagstaff. Designed around the iconic Rio De Flag just east of downtown, the 6,889-yard layout showcases the rolling topography of the site along with unfettered views of nearby Mount Elden in the foreground and the San Francisco Peaks in the distance. Aspen Valley is a private club operated by its members, about half of whom live in Flagstaff year-round and half of whom come seasonally to enjoy the club. There are 400 memberships in total, all of which are currently issued.

Since its founding in 1993, the Aspen Valley membership has been focused on building a culture that celebrates the traditions of golf. No frills. No pomp. No circumstance. Just a well-designed, well-maintained golf course that's easy to walk, and enough food & beverage to complement the round. It's a simple formula but it works incredibly well.

The elevation in Flagstaff provides an ideal growing environment, so the course is lush and green from late spring through early fall. Bentgrass greens are a luxury rarely provided in the Valley, but they are fast and true all summer long at Aspen Valley.

A majority of the golf course is lined with tall ponderosa pines, framing tee shots and approaches in a way only provided by mountain golf. When the holes do traverse the meadows, the tests created by trees are replaced by natural wetlands. Importantly though, the design does an effective job of challenging the accomplished player while still accommodating the novice.

The bar & restaurant sit directly adjacent to the golf shop, practice green and first tee, meaning that even while you're enjoying a cold drink or a nice meal, you're never far away from the golf action. In fact, it's not uncommon to hear great opening drives rewarded with praise and other shots, well, they elicit a reaction from the diners as well. Much of the seating is outdoors under the towering ponderosas, but there is plenty of room inside if you want to watch the game. For most of the summer, the doors are wide open, and members are traversing from table-to-table connecting with friends.

Position Overview

The General Manager, serving as the Chief Operating Officer of the Club, is responsible for overseeing all aspects of club operations and maintaining strong relationships with the board of directors, members, guests, employees, the local community, government entities, and industry partners. This role involves coordinating and administering club policies as established by the board, developing and implementing operational procedures, and directing department managers to ensure smooth and effective operations.

The General Manager monitors the club's budget, upholds high standards for products and services, and is committed to maximizing member and guest satisfaction. They are also charged with safeguarding the Club's assets, including the golf course, facilities, and equipment.

In addition to day-to-day management, the General Manager will lead and participate in the Club's annual long-range and strategic planning efforts. This individual is expected to offer professional guidance, support, and services to the board of directors and its various committees.

Responsibilities & Essential Functions

- Lead the vision, mission and culture of the Club.
- Lead in the implementation and administration of policies. Provide guidelines for administrative and operational planning. These actions shall include the management and administration of the Club and its operation in conformity with the policies established by the Board of Directors, Aspen Valley Golf Club By-Laws, and personnel policies.
- In conjunction with the activities of the Board of Directors, develop short and long-range plans for the Club. Establish objectives and define strategies for meeting Club goals, including annual goals for each key operational department.
- Develop, maintain, and administer a sound organizational plan to meet those objectives, and initiate improvements as necessary.
- Provide a monthly detailed written report of the Club's activities at each Board meeting and provide timely communication to the Board about all relevant issues or activities involving the club.
- Coordinate development of operating and capital budgets according to the budget calendar. Review all monthly financials and coordinate the preparation of variance analysis and commentary on the Club's financial position and recommend corrective actions as appropriate.
- Review and sign official and legal documents and contracts.
- Responsible for the hiring, training, supervision, and termination of all Aspen Valley Golf Club personnel, including areas where responsibility is delegated to department heads. Establish a basic personnel policy; initiate and monitor policies relating to personnel actions and training and professional development programs. Functions as the mentor to all staff instilling a "yes" culture attitude throughout the staff. Establishes and ensures policies and procedures are in place in each operational area and ensure accountability for same.
- Create a working relationship pattern within the Club that will maintain a high level of employee morale.

- Effectively manage direct reports and delegate authority and responsibility to their involvement with management is continually developed so qualified successors are available when necessary. Ensure that skilled staff are adequately cross trained to meet a dynamic environment and internal needs and establish an environment of motivation and innovation that optimizes performance. Delegate responsibility and authority to the lowest organizational level where a decision can be made effectively with full accountability.
- Coordinate and serve as an ex-officio member of appropriate Club committees.
- Coordinate the marketing and membership relations programs to promote the Club's services and facilities to potential and present members. Welcome new members and "meet and greet" all members as practical during their visits to the Club.
- Recommend appropriate wage and salary structures and competitive insurance programs designed to attract, retain, and motivate employees.
- Review and recommend Board approval of all capital expenditures. Provide advice and recommendations to the Board President and committees about construction, alterations, maintenance, materials, supplies, equipment, and services not provided in approved plans and/or budgets.
- Ensure that the Club structure is organizationally sound and departmental units are developed and maintained in an efficient manner.
- Keep abreast of laws, regulations, and compliance areas, which affect personnel and employment relations and the Club environment, with an emphasis on best practices for private Club policies and operations. Maintain membership with the Club Managers Association of America and other professional associations. Attend conferences, workshops, and meetings to keep abreast of current information and developments in the field. Assure that the Club is operated in accordance with all applicable local, state, and federal laws.
- Review and initiate programs to provide members with a variety of events.
- Represent the Club to the community, with a high level of integrity and professionalism.
- Adhere to Club policies and support Board decisions and goals in a positive, professional manner.

Requirements

- Bachelor's degree in Business, Hospitality Management, or a related discipline is preferred.
- Minimum of five years of experience operating at a senior level in a private golf club environment.
- Participating in the knowledge of the game of golf, a golfer.
- Demonstrated progressive professional advancement.
- Golf Course Maintenance and Food & Beverage management experience.
- Have attained or pursuing professional CMAA certification.
- A career path marked with stability and professional achievement.
- A person of exceptional character. Motivated, energetic, friendly and dedicated to the profession.
- The successful candidate will be a lifelong learner continually researching and understanding industry trends.
- Excellent verbal and written communication skills.
- Experience with capital improvement projects.
- Demonstrated long and short-term planning programs, strategic planning, a club professional visionary.

Personal Traits and Characteristics

- Outgoing, engaging personality
- Ability to function as a mentor to the staff
- Approachable to members and staff
- Excellent communication skills, verbal and written
- Ability to function as the “resident expert” to the Board, leading the mission and vision of the club

Competitive Compensation

- Competitive compensation/salary and an annual performance bonus
- Medical, Dental, Life Insurance and Paid Vacation
- Participation in the Club’s 401(K) plan with club match
- Professional dues and expenses in accordance with the annual budget
- Relocation assistance provided

To be Considered

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



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