

Candidate Profile

Director of Sports and Wellness

Boar's Head Resort

Charlottesville, Virginia

www.boarsheadresort.com



Organization

At the foot of the Blue Ridge Mountains, but in a world all its own, Boar's Head Resort is in direct contact with beautiful natural surroundings. Located in the one of the East's best mountain towns, the resort is ideally located in Charlottesville, Virginia, offering all the amenities of a larger destination including vibrant nightlife, a host of local breweries & wineries and abundant outdoor recreational opportunities provided by the nearby access of Shenandoah National Park and The Blue Ridge Parkway.

Owned and operated by the University of Virginia Foundation, Boar's Head Resort is a Forbes Recommended and AAA Four Diamond resort that boasts unparalleled services and facilities including a state-of-the-art sports club, world-renowned racquet sports and a brand-new Davis Love III- designed golf course. Situated on 600 acres, the resort also features 168 luxurious guest rooms, multiple on-site dining options and more than 22,000 square feet of conference and meeting space.

The newly designed Birdwood Golf Course has a full 18 holes that hosted more than 40,000 rounds in its first season along with a par-3 short course and an expansive putting course that is nearly one acre in size.

The Sports Club has three outdoor pools that support the area's largest youth swim team program; a top-25 worldwide rated tennis facility, shared by the University of Virginia collegiate tennis programs and features 10 outdoor Har-Tru courts, four outdoor hard courts, and 12 indoor hard courts. Additionally, the club contains a 33,000-square-foot, state-of-the-art fitness center with cardio machines, strength training equipment and studios for 50 weekly programs and personal training. There is an indoor golf studio with simulators for the latest teaching technologies. A world-class squash facility includes 12 singles, 2 doubles and 2 showcase courts and is home to the UVA Squash teams. Also featured is an on-site spa, indoor gymnasium with a basketball court and rock-climbing wall. The spa is currently being completely rebuilt and will reopen in the summer of 2021.

The Sports Club, Birdwood Golf and spa are all overseen by the Director of Sports and Wellness.

Boar's Head Resort:

- Annual revenue: \$25M
- Food and beverage revenue: \$8M
- Number of members: 1,541 members (1,170 Sports Club & 371 Golf)
- Sports Club, Birdwood Golf and spa revenue: \$8.5M+; 3,800+ Sports Club active members; 500+ Birdwood Golf active members
- Employees: 80-100 seasonally

Position Overview

The Director of Sports and Wellness is responsible for Boar's Head Resort's sports and wellness operations including tennis, squash, pickleball, golf, spa operations and all related programming and staff. The position is a full-time, year-round position and requires the candidate to be the highly visible leader of the department. The successful candidate will have a personable presence and superior communication skills with members, resort guests and staff. They should have a technical skill level that brings credibility as the top resort athletics professional. They must be a person who engages members, resort guests and the community in a way that drives enthusiasm and usage for sports and wellness programming at the resort. The working environment is one of a united team, respect and professionalism, and the resort prides itself on the positive relationship it keeps with its staff.

The successful candidate must have a proven track record of operational success including both operational and financial achievements. They should have experience in managing multiple athletics and fitness programs and the ability to drive usage and revenue while maintaining high service levels and customer satisfaction. Knowledge and experience with oversight of golf is also preferred. They are expected to empower personnel and align Boar's Head Resort's resources to be the industry leader for wellness and health, delivering a range of services to membership and resort guests.

Operational success should include increased participation rates and new program development, professional and friendly staff culture, consistent quality and care, and the continuous pursuit of excellence.

The Director of Sports and Wellness is responsible for all the communications and promotions for the sports, fitness, spa and golf programs. As presently organized, staff reporting directly to the Director of Sports and Wellness are all teaching and wellness professionals including a Head Tennis Professional, Head Squash Professional, Fitness and Spa Managers and the Director of Golf. The position reports to the General Manager of the Resort and works closely with other resort senior management.

The ideal candidate will understand the importance of the membership and resort guests by anticipating their desires and needs in a courteous and prompt, timely manner. They will be prepared to guide members and resort guests, represent their ideas, assist them in achieving their goals and provide a positive environment.

Responsibilities

- Director's time should be focused on the business and strategic planning of the sports club with equal attention to staff management and members, as well as resort guest engagement.
- Uphold the rules and regulations governing use of facilities, equipment, dress code and sportsmanship.
- Accept the authority of, and responsibility for, developing and leading successful athletics operations.
- Attend senior staff meetings and actively participate in strategic planning and organizational sessions with other senior staff.
- Prepare and implement operating and capital budgets for the sports club operations. Maintain responsibility for the monthly financial performance and weekly payroll management.
- Oversee department POS operations to ensure accurate member billing and accurate sales/activity reports.
- Hire and oversee a professional staff to run sports club operations.
- Supervise all teaching and wellness professionals as well as seasonal interns. Provide annual reviews for all sports club, golf, fitness and spa direct reports.

- Assure that effective orientation and training are given to each new employee and develop ongoing training programs.
- Oversee sports club maintenance staff.
- Be responsible for daily inspection of the facilities prior to member and resort guest usage with coordination of any maintenance issues with the Facility Manager.
- Provide leadership to personnel to achieve a level of service, communication and technical expertise to exceed the expectations of the membership and resort guests as dictated by the Forbes service training program.
- Participate in Advisory Board meetings and implement programs set forth. Communicate and market all sports club, fitness, spa and golf offerings.
- Embrace and encourage both cross-promotion/sales of related products and company services/activities/products across the sports club.
- Work with other senior staff and department heads to develop combined programs for the membership and resort guests.
- Provide member and resort guest feedback to the Director Food and Beverage.
- Work in partnership with the University of Virginia tennis, squash and golf athletic coaching staff and programs.
- Introduce new members and resort guests to the appropriate desired programs.
- Be visible to membership and resort guests in all areas of the sports club operation.
- Be creative in working with the direct reports to organize and implement programs and events for each demographic of members and resort guests. Generate outside interest in the resort and work to increase revenues.
- Assess all internal programming and be aware of industry trends and successful programs at surrounding clubs and nationwide resorts.
- Coordinate a comprehensive calendar of events on both small and large scales, working collaboratively on events and promotions with the marketing team.
- Provide special events support and guidance for membership-related functions.
- Spearhead member retention and growth campaigns, including regular follow-up with all new members after enrollment.
- Create an athletics philosophy in line with Boar's Head Resort's values and traditions and implement throughout the programming.
- Be a passionate ambassador for Boar's Head Resort and for wellness and require the same of all staff.
- Represent the resort in the local community, including communications with local professionals, local organizations and participate in charity events when appropriate, driving interest and new business to Boar's Head Resort.
- Respond to membership concerns and feedback promptly and have the ability to improve programming based on group feedback.
- Perform other assignments and duties as requested by the General Manager and University of Virginia Foundation.

Requirements

- A minimum of five years prior experience as an Athletic Director or Head Professional preferably at an upscale private club, resort or university with diverse programs and exposure to fitness and wellness management.
- Work experience must be progressive with verifiable areas of responsibility and accomplishments.
- Bachelor of Arts in sports management, business or other related fields preferred.

- Experience with sports coaching and comprehensive knowledge of fitness and wellness facilities and programs.
- Experience in budget development, forecasting and budget management.
- Be knowledgeable with Club Automation and familiar with all computer programs related to the operation.
- Must be proficient in Microsoft Office programs including Word, Excel and PowerPoint.
- Be personable and quick to establish rapport with the members through visible and outgoing outreach.
- Excellent verbal and written communication skills.
- Experience in hiring and training staff to achieve a high level of teaching ability and service standards, and willingness to work in an operation dedicated to a high level of member and resort guest satisfaction.
- Proven experience, success and results in building and maintaining strong athletic programs.
- The ability to work with Advisory Committees.
- Strong passion and enthusiasm for sports and wellness.
- A resume with progressively more responsible position and stable tenures.
- Sports-related certifications and memberships preferred.
- High ethical standards and history. Final candidates will be subject to a full background check.

Competitive Compensation and Benefits

- A competitive base salary and an incentive compensation program
- Individual and family health insurance
- Participation in the resort's 401(k) plan
- Professional association dues and education allowance
- Relocation assistance

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

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