

## CANDIDATE PROFILE

Assistant Golf Professional  
Coronado Country Club  
El Paso, Texas

[www.coronadocountryclub.com](http://www.coronadocountryclub.com)



## Organizational Overview

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### Coronado Country Club Where Friends Become Family

Located on the foothills of the notorious Franklin Mountains with a sweeping panoramic view of beautiful El Paso and its bordering neighbors, Coronado Country Club provides an incomparable experience for all ages. Our private, family-oriented club is known for its rich history and quality in both service and membership. Spanning over 125 acres of rolling terrain, members and their guests can enjoy a challenging 18-hole mountain golf course, 7 hard-surfaced, professionally lighted tennis courts, a stylish indoor feature bar coupled with five-star indoor/outdoor dining, a fitness facility with several training programs, a heated swimming pool with private cabanas, and a kid-approved 15-foot waterslide. Additionally, we offer various meeting and banquet rooms fit for any occasion.

The culture at Coronado Country Club is marked by a balance of family and social activities within a tight knit community that distinguishes itself through a strong sense of neighborhood, camaraderie, and belonging.

## Position Overview

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The Assistant Golf Professional is a vital member of the management team in the Golf Operations department at the Coronado Country Club and reports to the Head Golf Professional.

The Club is searching for a high-energy, customer service-oriented Assistant Golf Professional to assist the new Head Golf Professional in the management of the day-to-day operations of the facility.

This position supervises and manages total golf operations in the absence of the head golf professional. All duties of the position shall be performed with a commitment to the highest level of customer service and total satisfaction of all customers.

The Assistant Golf Professional working under the direction of the Head Golf Course Professional will provide leadership, direction, management, and mentoring to the golf operations staff to build a cohesive and motivated team fostering collaboration with all departments at the Club.

As a Coronado Country Club team member, you must be friendly, outgoing and communicate well. Our members expect the best. As a CCC team member, you play a significant role in providing the best quality service possible. Service with a smile is key to providing a positive experience. Your personality and smile should shine through; you should use them to your advantage. You should be organized and able to think and act quickly and effectively while retaining self-composure. All CCC team members must be guest-sensitive and possess a sense of urgency in their timing. Successful CCC team members take great pride in personal appearances, show dedication, and display integrity and honesty in all service areas.

## Responsibilities

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- Assist with member and guest check-in.
- Control and manage daily play.
- Assist with opening and closing procedures.
- Assist in tournament operations and weekly events including planning, pre-tournament contracts, post-tournament filing, promotion, course set-up, preparation, scoring, prize distribution, and follow up.
- Conduct individual lessons and clinics.
- Assist men's, women's, and junior golf events and programs.
- Assist in Player Development programs using PGA tools and resources.
- Assist with management and development of outside services staff to ensure the highest quality of customer service is achieved.
- Assist in managing golf cart operations, practice facility, and club storage service.
- Provide club repair and club fitting services to customers.
- Maintain the Club's handicap system in a direct and timely manner.
- Assist in inventory control of hard goods, soft goods and special orders including ordering procedures, receiving procedures, inputting into point of sale, pricing procedures, display, and sales.
- Play golf with a variety of members in competitive and non-competitive situations.
- Assist the Head Golf Professional in planning and budgeting for the Golf Operations department.
- Assist with the administration of applicable staff via record keeping, work schedules, etc. in accordance with the CCC human resource policies.
- Assist in coordinating golf activities with other departments.
- Assist with property asset management, personnel/HR management, customer service, and member/guest relations.
- Perform all related duties and tasks as required for this position.
- Assist the Head Golf Professional in implementing a creative and innovative approach to managing the Golf Operations Department
- Meld in with and embrace the golf operations staff culture so it is commensurate with the overall culture of the Club and ensuring strong working relationships with all staff, Club leadership, members, and guests.

## Requirements

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- Ability to set expectations for the golf operations department and follow through to ensure that the departments goals and objectives are met or exceeded.
- Ability to ensure delivery of the mission, vision, brand delivery, and goals of the Coronado Country Club leadership and members.
- Professionally conduct oneself and always maintain a professional image.
- Understand fundamental knowledge of the game of golf, the rules of golf, golf facilities operations and tournament operations as well as fundamental supervisory practices and principles.
- Act as a role model for all employees by demonstrating the behavior and work ethic expected of all employees.
- Display strong organizational, planning, and prioritization skills.
- Must be self-motivated with a desire to promote and market.
- Have a service- and member-focused attitude.

- Must be experienced in written and oral business communications.
- Remain up to date on customer relationship management tactics and strategies.
- Utilize the resources of PGA player development programs.
- Experienced computer user including Microsoft Word and Excel. Proficient in other applications, such as email, internet, tournament, and database applications.
- Maintain and promote a positive professional image within the community.
- Attend conferences, workshops, meetings, and trade shows to keep abreast of marketing and business trends.
- Maintain a credible golf game and remain current on teaching innovations.
- Must have the ability to hire, train, supervise, develop, and mentor staff in the golf operations department which is extremely important to the Club.
- Have the ability to professionally hold all Golf Operations team members accountable for their respective areas of responsibility per Club policies and procedures.
- Be proactive in bringing forward innovative ideas to Club supervisors and leadership to facilitate continual improvement.
- Must be effective and proficient at interviewing, hiring, and progressively disciplining all staff according to the Club's guidelines and policies.
- Must take a "hands on" approach to managing the Golf Operations staff and lead by example, setting the bar in terms of employee performance.
- Ability to create an environment where there is a "sense of ownership" amongst the staff.
- Must be able to complete all required administrative duties in a timely manner including payroll, employee performance reviews, accounting procedures pertinent to the Golf Operations department, staff scheduling, and daily reporting documentation.
- Must have the ability and willingness to work weekends, holidays, and potentially flexible hours to get the job done as required for this position.
- Required to attend and participate in all staff meetings and other meetings that are directly related to the position of Assistant Golf Professional.
- Must have good communication skills with staff, members, guests, vendors, and contractors and always conduct Club business in a professional manner while representing the Club.
- Must possess basic computer skills to perform report writing, electronic payroll functions, some financial reporting, budget management, email, and internet.
- Must have a basic understanding of purchasing procedures, ordering of materials and supplies, inventory control, etc.

## Education and Qualifications

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- Proven experience in similar positions.
- Actively pursue PGA membership (if a PGA Associate) in a timely manner through the PGA Professional Golf Management (PGA/PGM) Program.
- Must possess a valid/current Texas driver's license and have a clean driving record.

## Competitive Compensation & Benefits

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- CCC will offer a salary range of \$60,000-\$65,000 based on experience.
- The Assistant Golf Professional will be paid 100% of his/her golf lessons valued up to \$10,000.
- He or she will also be paid 100% of golf camps, golf programs that the Assistant Professional personally conducts.
- Total compensation based on experience is estimated to be approx. \$70,000-\$75,000.
- Standard Coronado Country Club benefits package including participation in a group health plan, 401K plan, paid time off, educational, and professional development opportunities, and professional association benefits, etc.

Professionals who meet or exceed the established criteria are encouraged to send a resume and cover letter as soon as possible but no later than October 15, 2023 to GSI Executive Search, attention GSI Principal Mark Woodward, CGCS:



**Mark Woodward, CGCS**

Principal



[markw@gsiexecutivesearch.com](mailto:markw@gsiexecutivesearch.com)

GSI Executive Search has been serving the private club industry for over 25 years, providing a wide range of executive search and placement services. In addition to GM searches that have been performed recently, GSI consultants have done over 70 GM searches around the US in the last two years. GSI also conducts searches for all leadership roles at private clubs including Assistant GM's, Directors of Agronomy, Golf Course Superintendents, Assistant Golf Course Superintendents, Executive Chefs, etc.