

CANDIDATE PROFILE

General Manager/COO
East Ridge Country Club
1000 Stewart Dr.
Shreveport, LA 71106

www.eastridgecc.com

Video Profile Feature



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Organization

East Ridge Country Club, a renowned nonprofit and member-owned establishment, is a true icon in private golf and country clubs. Founded in 1955, the Club has solidified its stature as a Louisiana leader, boasting championship golf and tennis facilities, exclusive private pool amenities, and a calendar brimming with illustrious social functions and activities. Rooted in a tradition of unwavering quality and excellence, East Ridge Country Club consistently surpasses expectations, pioneering innovative programs tailored to meet the dynamic needs of modern individuals and families amidst the bustling landscape of diverse lifestyles and occupations. Conveniently located within minutes of the Shreveport/Bossier area's farthest point, the Club's distinctive structure offers its esteemed members a top private club experience.

A testament to its forward-thinking approach, East Ridge Country Club expanded its horizons through strategic acquisitions. In 2014, the acquisition of Pierremont Oaks Tennis Club broadened the Club's portfolio, followed by the addition of the David Toms 265 Golf Academy in 2019. Operated under the stewardship of a dedicated Board of Directors, the Club's nonprofit status further underscores its commitment to fostering a nurturing and inclusive environment, emphasizing unparalleled member satisfaction and enrichment.

As East Ridge Country Club embarks on an exciting new chapter, we seek an exceptional individual to assume the pivotal role of General Manager. This visionary leader will guide the Club toward its future, driving innovation, fostering member engagement, and upholding the legacy of excellence that defines East Ridge. The ideal candidate will possess a dynamic blend of strategic acumen, hospitality and culinary expertise, and a deep appreciation for the unique demands of a member-owned nonprofit institution. Join us in shaping the future of exceptional private club experiences at East Ridge Country Club.

Life in Shreveport:

- **Rich Cultural Scene:** The city has a vibrant cultural scene with numerous museums, theaters, and art galleries. The Strand Historic District offers a taste of Shreveport's history and culture through its architecture, shops, and dining options.
- **Southern Cuisine:** Shreveport is a food lover's paradise renowned for its delicious Southern cuisine. From mouthwatering barbecues to savory Cajun and Creole dishes, the city's diverse culinary scene will delight your taste buds.

- **Community Spirit:** Shreveport has a strong sense of community, making connecting with neighbors and getting involved in local events and activities easy. There's a welcoming atmosphere that can make newcomers feel right at home.

East Ridge Country Club by the Numbers

- Number of Employees: 245 in peak season | 185 in the off-season
- Golf Rounds annually: 26,000+
- East Ridge: Course designed by J. Press Maxwell
 - 18 Holes
 - David Toms Academy: Practice Facility and Range designed by Jim Lipe, Nicklaus Design
 - 9-hole par 3 course
 - 3-hole practice loop
- Number of members to date: 1569 Members (includes Tennis, Golf, Dining, and various membership classifications)
- Annual Dues: \$6,000
- Initiation Fee: \$5,500

Amenities for each location:

East Ridge Country Club

- 18-hole golf course with a practice area
- Tennis – 4 clay courts, 4 hard courts
- 3 pickleball courts
- 2 pools
- 1 gym
- 1 bar/dining area
- 1 formal dining area

Piermont Oaks Tennis Center

- Tennis – 7 hard courts, 12 clay courts
- 6 pickleball courts
- 1 pool
- 1 gym
- Bar dining area with patio overlooking the tennis courts.
- 1 bar/dining area
- 1 formal dining area

David Toms Academy

- Driving range
- 4 chipping greens
- 3 putting greens
- 9-hole par 3 course
- 3-hole practice loop
- Clubhouse with 3 hitting bays with trackman and cameras
- 1 gym

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Position Overview

The successful General Manager/COO at East Ridge Country Club will be an energetic, tenacious, innovative, creative, service-driven business operations leader with demonstrated financial acumen with a strong food and beverage background. They are a strategic thinker and visionary leader who identifies and seizes opportunities to drive revenue while focusing on fiscal responsibility and delivering an elevated membership experience supporting the priorities established by the Club's Board of Directors and committees. The new GM/COO will serve as a strategic partner to the Board and support the Club's current and future vision on short- and long-term initiatives. The General Manager/Chief Operating Officer will play a pivotal role in leading and executing the Club's renovation project.

Experience in construction and capital projects will be crucial in ensuring the successful implementation of the Club's plans, from overseeing small-scale improvements on the golf course to managing the intricate details of banquet facility enhancements and spearheading the transformative changes in our pool facilities. The new GM/COO will be the driving force behind the restoration projects and day-to-day operations. The GM/COO must be the face of the Club, known to all members and their families. The GM/COO will be visible at critical operating times, events, and Club member functions.

The GM/COO will be the visible and present go-to leader, often taking the role of "town mayor" of the Club. The GM/COO is directly responsible for handling and resolving all member correspondence, issues, or complaints within a 24 to 48-hour period. The GM/COO must be capable, when necessary, of having a direct, respectful, caring, and thoughtful discussion with members regarding member expectations and conduct.

The GM/COO will maintain and deliver a Club culture of family serving family, assuring the East Ridge Country Club is an extension of the members' home.

The GM/COO will create and implement systems to monitor the service standards and the success of those standards through a member survey, member satisfaction APP, or member comment card program.

The GM/COO truly thrives on building strong teams and mentoring staff, leads by example with integrity, and inspires staff loyalty and commitment. They empower the management team to run their respective departments, collaborate on defined goals and budget objectives, and hold staff accountable to deliver results. As the ultimate coach and motivator, they have an exemplary track record of attracting, hiring, cultivating, and retaining top-tier talent. They also assist the management team in developing a solid team of talent across all departments. They bring out the best in others, create a team spirit attitude, and provide consistent feedback and support respectfully and professionally. The GM/COO will receive the support of active member committees in each of these primary areas. However, the committees and chairs understand that the staff and the GM/COO are responsible for running the Club and making critical decisions.

Responsibilities

The General Manager/COO's duties include but are not limited to:

- **Club Operations Management:**
 - Manage all aspects of the Club's activities to ensure and maintain the quality of services provided by the Club, including food and beverage, golf, tennis, events, entertainment, bar and grill, restaurant, and pools.
 - Develop and implement effective policies, procedures, and systems to enhance operational efficiency.
 - Maintain a safe and secure environment for members, guests, and staff.
 - Develop the Club's Strategic Brands with long-term goals and annual departmental business plans.
 - Direct meetings of the Club's management team and report on operation and strategic plan progress.
 - Vendor relations and management.
 - Keep the executive committee and appropriate committee chairs informed of all significant matters, problems, and projects.
- **Financial Management:**
 - Develop and manage the Club's annual budget and financial reporting.
 - Manage revenue, collections, and expenses.
 - Present monthly financial updates to the Board.
- **Staff Leadership and Development:**
 - Develop and manage a competent team across various departments.
 - Foster a positive, inclusive work culture that encourages teamwork, professionalism, and excellence.
 - Manage and make recommendations on staff compensation, benefits, recruitment, and performance, including disciplinary and other significant issues.
- **Member Relations and Customer Service:**
 - Provide a hands-on, visible presence and operational leadership throughout all Club departments.
 - Implement strategies to drive membership growth and retention.
 - Foster strong relationships with members, addressing their concerns and actively seeking feedback.
 - Plan and execute member events, activities, and programs.
 - Manage membership communications and updates.

- **Marketing and Promotion:**
 - Work with the marketing team to develop and implement effective marketing strategies to attract new members and promote the Club.
 - Leverage digital platforms, social media, and other marketing channels to enhance the Club's visibility and reputation.
- **Facilities Maintenance and Upkeep:**
 - Oversee the maintenance, repairs, and improvements of Club facilities.
 - Develop and execute a preventive maintenance program to minimize downtime and ensure operational efficiency.
- **Industry Knowledge:**
 - Attend conferences, workshops, and meetings to keep abreast of current information and developments in the field.
 - Ensure the Club is up to date on industry best practices.
- **Events:**
 - Manage event marketing, budgets, coordination, and execution.

Attributes

- An outgoing and friendly personality with a high potential to identify with and embrace the Club's unique culture.
- A strong passion and thorough understanding of high-quality food and beverage excellence, with a focus on delivering exceptional member services.
- A highly motivated professional who is passionate and enjoys full member engagement.
- Have an aptitude for teaching and training and the ability to develop and enhance training programs and checklists for all food service personnel and multiple outlets throughout the facility.
- The active promotion of the Club to all members and their families. The General Manager/COO is expected to interact with members daily, actively soliciting members' opinions and input as to the Club's facilities and service.
- Fosters a collaborative team spirit. Actively helps and supports others and enjoys mentoring and growing staff from within.
- An intelligent and articulate individual who can relate to people at all levels of an organization and possesses excellent written and oral communication skills. Must be able to communicate policies, procedures, regulations, reports, etc., to staff, members, and guests.
- Ability to envision the Club's future and continually come up with ways to improve the entire member experience.

Requirements, Education, Experience and Additional Qualities

- Five to seven years minimum experience as General Manager/COO in a similar position at a high-end country club is preferred however those individuals at a high-end resort environment will be considered. An exceptional Assistant General Manager, a "rising star" with the proper training and mentorship, would be considered.
- Bachelor's degree in Hotel/Restaurant Management, business, or a related field and experience that provides the required skills and knowledge.
- A Certified Club Manager (CCM) designation and a Certified Chief Executive (CCE) or working towards is considered a plus.
- A career path marked with stability and professional achievement.
- Candidate must have a proven background of managing exemplary Culinary Operations.
- A person of exceptional character; motivated, energetic, friendly, and dedicated to the profession.
- The professional will be a lifelong learner continuing to research and understand industry trends.
- The ability to operate a computer to enter, retrieve or modify data utilizing Microsoft Word, Excel, Outlook, PowerPoint, email, internet, and other software programs at a high level of proficiency.
- Impeccable and verifiable references. All candidates will be subject to a thorough background check.
- Excellent human relations skills, with a talent for motivating, mentoring, and empowering their staff.
- Ability to function under pressure, set priorities, and adjust to changing conditions.
- Has a demonstrated high work ethic, patience, coach training leadership style, with a sense of responsibility for the GM/COO leadership position (as defined by the CMAA GM/COO leadership model).
- Applicant must possess a passion for providing high-quality member service and a commitment to exceeding expectations by setting operational standards, benchmarks, and daily inspection of all services.

Competitive Compensation & Benefits

- This is a full-time salaried position with a complete benefit package.
- Health, dental, vision, life insurance, PTO
- Salary will be commensurate with qualifications and experience.

Individuals who meet or exceed the established criteria detailed in this position profile and posting are encouraged to send both a cover letter and a resume.

Note: The preferred method of contact is email. Please send your cover letter and resume in PDF format, attached via email, with the subject line: GM/COO East Ridge Country Club.

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GSI Executive Search has been serving the private club industry for over twenty 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.