

CANDIDATE PROFILE

Director of Racquet Sports
Prairie Dunes Country Club
Hutchinson, Kansas

www.prairiedunes.com



Organization

Founded by Carey Salt tycoon Emerson Carey alongside his four sons, and with a course designed by Perry Maxwell, Prairie Dunes Country Club opened in 1937 with nine original holes. Twenty years later in 1957, Press Maxwell continued his father's vision and completed the course.

Prairie Dunes has since become a destination course for golfers worldwide. From hosting United States Golf Association tournaments, the NCAA Division 1 Men's Golf Championship, and having been consistently rated a top course in the US, North America and worldwide, Prairie Dunes is a must-play course and membership is highly sought-after.

In addition to the world-renowned championship golf course, the Club offers the full-service amenities of a traditional country club, including multiple dining outlets, an indoor fitness center, outdoor pool, a vibrant social calendar, and luxury lodging accommodations.

The Racquets Department boasts three indoor and four outdoor tennis courts and the membership has a desire to grow engagement through tennis and pickleball.

Prairie Dunes Country Club by the Numbers:

- Annual Revenue: \$12M
- Number of Members: 800+ Members
- Active Racquets Players: 90+
- 60 Full Time & 180 Seasonal Employees
- Racquets Department Employees: 1 Full-Time Assistant
- Racquets Department Budget: \$225k

Organization

The Director of Racquet Sports is responsible for all of Prairie Dunes Country Club racquets operations including the tennis, pickleball, the pro shop, programming, and staff. The position is a full-time, year-round position and requires the candidate to be highly visible, strong presence, demonstrate strong leadership skills and superior communication skills with both members and staff.

They should have a technical skill level that brings credibility to the individual's image as the top club tennis professional. He or she must be a person who engages members and guests in a way that drives enthusiasm for the tennis and pickleball programs at the Club. The working environment is one of professionalism and respect, and the Club 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 multi-court facilities with active racquets programs. He or she will deliver a range of services customarily provided by a USPTA/USPTR/PPR professional.

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

Financial success should include increased revenues due to participation and programming, efficient use of labor and other expenses, positive monthly, quarterly, and annual forecasts, and efficient use of all resources.

The Director of Racquet Sports is responsible for all the communications and promotions for the Racquets programs. As presently organized, staff reporting directly to the Director of Racquet Sports include an Assistant Racquets Professional. Total staff ranges between 2-3 seasonally. The position reports to the General Manager with open communication to member advisors.

The ideal candidate will understand the importance of the membership by providing prompt, courteous, and timely attention to the desires and needs of members and guests. He or she will be prepared to guide members, represent their ideas, assist them in achieving their goals, and provide a positive playing environment.

The Director will provide private and group lessons to adults and juniors as well as oversee lessons taught by all assistants. This should also include clinics and lessons for new, inactive, and prospective members on a regular basis.

Responsibilities

- 50% of the Director of Racquet Sports time should be focused on the business of the department with 50% on the court with lessons and clinics.
- Drawing from extensive knowledge of racquet sports, the Director of Racquets Sports is responsible for creating a positive environment that facilitates a high level of member engagement with tennis and pickleball.
- Be a passionate ambassador of racquet sports, providing beginner through advanced instruction, private and group, camps, for all levels of players.
- Be visible to membership in all areas of the Racquets' operation, notably during peak hours of play.
- Introduce new members into the appropriate desired Racquets' programs.
- Develop and maintain both competitive and social racquets programming for adults through instructional program, leagues, and a comprehensive annual events calendar.
- Create a quarterly calendar and collaborates with the Club's communications team to promote all activities.
- Be aware of industry trends and successful programs at surrounding clubs.
- Coordinates with the Food and Beverage Director, unparalleled service for racquet sports events.
- Write and approve all racquet sports-related content for the newsletter as well as social media platforms.
- Develop and maintain a vibrant junior program that fosters a love for tennis, both as a competitive athletic endeavor and a lifetime recreational activity.
- Develop successful, competitive high school tennis players who compete in USTA and KHSAA events is a primary focus for this program.
- Represent the Club in the local community, develop relationships with area professionals to facilitate the success and inclusion of Club members in local competitions and to enhance the image of Prairie Dunes.
- Attend staff meetings and actively participate in strategic planning and organizational sessions with other senior staff.

- Develop and implement operating and capital budgets for the Racquets' operations. Responsible for the monthly financial performance and weekly payroll management.
- Co-manages the Racquets/Fitness reception team.
- Hire and oversee a professional staff to run racquets operations, including the Assistant Racquets Professional who collaboratively helps with the success of the program in its entirety.
- Develop and mentor career-minded teaching professionals to modernize the Racquets' programming focused on the member experience.
- Assure that effective orientation and training are given to each new employee and develop ongoing training programs.
- Participate in Racquets Sports Member Committee meetings and implement programs set forth; communicate with the committee chairperson.
- Co-manages the tennis/fitness retail operation, ensuring the Club has a best-in-class shop that is properly managed and represents the interests and expectation of the members.
 - Purchasing, receiving, and implementing an inventory control system and report results accordingly.
 - Perform racquet restringing and other light equipment repairs.
- Creates Standard Operation Procedures for the Racquets Facility and ensures that Club rules are enforced.
- Adheres to Club Policies and Procedures and embodies the Club's core values.
 - Contribute to policy updates to ensure Prairie Dunes remains current and relevant.
- Responsible for daily inspection of the courts and facilities prior to the start of play with coordination of any maintenance issues, repair, and cleaning with the Maintenance Department.
- Respond to membership needs, feedback, and concerns in a timely manner and have the ability to improve the Racquets' programming based on group feedback.
- Promotes Prairie Dunes Membership, amenities, services, and Club Staff.
- Perform other assignments and duties as requested by the General Manager.

Candidate Qualifications and Core Competencies

- Prior experience as Director of Racquet Sports/Director of Tennis, or 3+ years as Head Tennis Professional, preferably at a private club or high-end hospitality resort.
- A college degree, majoring in Physical Education or Sports Management, is preferred.
- Experience in forecasting and budgeting.
- Certified USPTA, PTR, PPR, or IPTPA member.
- Proficient in the "USTA's 10 and Under" initiative on teaching protocol.
- Must possess credible tennis and pickleball skills, 4.5+ or higher.
- Must have an entrepreneurial mindset and approach, including a desire to build, run, and take ownership for the results of the racquets program.
- Strong computer skills, including experience with Microsoft Office Suite.
- Excellent verbal and written communication skills.
- A resume with a progressively more responsible position and stable tenures.
- High ethical standards and history. Must be able to maintain confidentiality on all Club matters.
- Final candidates will be subject to a full background check.

Compensation and Benefits


- A base salary and an incentive compensation program
- Eligible for annual manager bonus
- Individual and family health, dental, vision, and life insurance
- Participation 401(k) plan with a generous matching contribution (after 1 year of employment)
- Vacation and Paid Sick Time
- Professional association dues and education allowance
- Relocation assistance
- Prairie Dunes Country Club is an Equal Opportunity Employer

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



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