

Candidate Profile

Director of Golf
Heritage Bay Golf & Country Club
Naples, Florida
www.golfheritagebay.com



Organization

Heritage Bay offers an extraordinary lifestyle that includes the best in golf, tennis, fitness, social activities, and gated community living.

Heritage Bay boasts a 27-hole Lewis-Azinger designed championship golf course, complete with an aqua driving range and a fully stocked pro shop. The course opened in November of 2006 and has been dazzling golfers since its opening.

Heritage Bay was built on 718 acres in North Naples. The property is enhanced by two sparkling quarry lakes, providing a dramatic and inviting entry, and the 1,800-acre Cypress Preserve to the north and west. Our entry bridge spans the water culminating in the turn to the clubhouse marked by a vibrant dancing fountain. The golf course is one of the most beautifully landscaped and maintained in Southwest Florida, with ample landing areas for occasional players and strategic hazards in place for the lower handicap player. Our greens are large and undulating, averaging 7,000 square feet, and offer the best putting surfaces in the Southwest Florida area.

With the course architecture, course condition, landscaping, and topography, Heritage Bay is one of the most desired places to play in Southwest Florida. At the beautifully appointed and recently refurbished clubhouse, you will experience delights from our renowned culinary team in the elegant yet comfortable Grill Room with breathtaking views of the course and water, multiple rooms filled with social activities, an impressive, appointed Billiards Room, Men's & Ladies Locker Rooms with saunas and all essentials, and an abundance of supplies and specialties in the Golf Pro Shop. Other club amenities include the Tennis and Pickleball Center, Bocce Ball Courts, Wellness Center, five satellite pools, and the Resort Pool enhanced by the community hot spot, The Cabana, the open-air restaurant offering delicious food and live music.

Our Mission & Vision

Heritage Bay Golf and Country Club aspires to be among the leading bundled golf communities in Southwest Florida, providing a high-quality country club lifestyle while emphasizing fiscal responsibility. It is a welcoming community that prides itself on building a culture that values:

- INTEGRITY - principles, actions
- RESPECT - persons, properties, policies
- RESPONSIBILITY - fiscal, social, environmental
- EXCELLENCE - services, programs
- FRIENDLINESS - members, guests, employees

Mission Statement

Members and staff manage Heritage Bay Golf and Country Club in a manner that maintains our status as being among the leading golf-member-owned golf and country clubs, providing outstanding amenities, programs, and services. Further, our environment and beautiful resources will be maintained to enhance the members' enjoyment and financial investment.

Heritage Bay By the Numbers

- Annual Club Gross Revenue \$14,211,256
- Annual Golf Revenue \$2,696,421
- Annual Golf Rounds 78,400
- Golf Operations staff of 34
- 27 Golf Holes
- Course Designer Gordy Lewis and Jed Azinger
- Club is a CIRA with 1250 Homes and Golf Memberships
- Club uses Jonas Software and Chelsea Tee Times system
- 2022 Annual Member dues were \$7,359

Position Summary and Key Responsibilities

The Director of Golf Operations proactively manages all aspects of the Club's golf operations. They provide exceptional golf facilities and programs to assure member and guest enjoyment. They maintain positive and professional relationships within their department and others, vendors, and the membership. At Heritage Bay they are not just a golf pro, they are a Club leader, golf ambassador, and representative of the Club's outstanding team.

The Director of Golf must be structured and organized to implement defined goals and initiatives to achieve the brand and vision of being an unparalleled Club and Community.

The Director of Golf reports directly to the General Manager of Heritage Bay for all direction, operations, financial, and strategic planning.

The Director of Golf will have frequent interaction with the membership and their guests, vendors, employees, and the rest of the management team at the club. He or she must exhibit a coach training leadership/management style when interacting with Heritage Bay employees.

This is an opportunity to:

- Inspire and enhance a golf program with a solid foundation and supportive membership
- Develop member educational programs to initiate basic players and keep advanced players informed and motivated
- Mentor high-potential, up-and-coming golf professionals
- Manage independently but with the support of a tight-knit team of professionals operating at the highest levels of expertise.

The essential functions include, but are not limited to the following:

- Oversee the management of all golf shop operations.
- Prepare annual golf operations budget for approval of General Manager, Finance Committee and Board of Directors.
- Oversee all fiscal responsibilities for golf operation including planning, budgeting, monitoring, and corrective management.
- Recruit, hire, train, and supervise golf operations staff.
- Coordinate and communicate with all departments regarding needs associated with any golf functions.
- Responsible for the proper function and utilization of Club systems, such as the tee time reservation and point of sale systems.
- Enforce all rules and regulations governing golf course usage.
- Responsible for an orderly appearance in all areas of golf operations, including the pro shop, cart barn, cart staging area, and driving ranges.
- Oversee an active tournament and golf instruction program.

- Embody Heritage Bay's standards of character and professionalism with an ability to tactfully communicate with team members and the Club membership. Name recognition is an important part of member relations.
- Work closely with the General Manager and committees to design, develop and maintain the golf operations.
- Attend all necessary meetings, to include staff, committee, and Board meetings.
- Manage and control golf merchandise inventory levels at an acceptable profit margin.
- Additional duties and responsibilities are subject to the direction of the General Manager.

Direct Reports

- Merchandise Manager
- Assistant Golf Professionals
- Pro Shop Staff
- Starters/ Rangers
- Outside Services Manager & Assistant Outside Services Manager
- Cart Staff
- Range Staff

Key Candidate Knowledge, Qualifications & Requirements

- Class "A" PGA golf professional in good standing.
- Has met PGA criteria for Head Professional.
- Sufficient experience in club golf operations, including budget preparation/adherence and employee management.
- A team builder who has a history of attracting, developing, and retaining high-performing staff.
- Proven record of strong operational management skills and daily attention to details.
- Competent golf instructor as well as a highly qualified player.
- Practical knowledge of the golf retail operation.

Competitive Compensation and Benefits

- A base salary and performance bonus potential that is commensurate with qualifications and experience.
- Annual professional dues and educational allowance with an emphasis on continuing education.
- Standard benefits to include vacation/personal time, 80% paid health insurance and participation in the Club's 401(k) plan after appropriate eligibility waiting periods.

A full background check will be conducted on candidates. Professionals who meet or exceed the established criteria are encouraged to contact:

Ned Welc, CCM, CCE
ned@gsiexecutivesearch.com
 440.796.7922
www.gsiexecutivesearch.com