Candidate Profile

General Manager
Long Cove
Cedar Creek Lake
Malakoff, Texas

Organization

Long Cove is a second-home luxury lakefront community with all of the comforts of home, but without the maintenance. A place homeowners can unplug, unwind and enjoy family and friends. Inspired by getaways including Seaside, WaterColor and Horseshoe Bay, Long Cove has brought those memorable experiences closer to home. Long Cove is conveniently located an hour and a half from Downtown Dallas, Texas in Malakoff, Texas on the shores of Cedar Creek Lake.

Long Cove is all about family. Our mission is to create the perfect setting for unforgettable weekends and holidays where families can roam free. It’s a special place that stretches out over 1,200 wooded acres and 7.5 miles of shoreline. The community is filled with resort amenities that include the Lake Club and Regatta Grill, concierge services, nine-hole executive golf course and driving range, two-acre putting green, sports play field and toy barn, fitness studio, pickleball and tennis courts, fishing ponds, and eight miles of private hiking and biking trails. Homeowners can also store their boats at the full-service Long Cove Marina.

The Long Cove community currently consists of 140 homeowners with lot pricing from $450,000 – $2 million. New owners may select from a list of preferred builders and architects to build their dream lake home.

Long Cove By the Numbers

- Number of employees: approximately 20 full-time, plus 10 seasonal employees
- Amenities to date: Lake Club and Regatta Grill, marina, nine-hole executive golf course and driving range, two-acre putting green, sports play field and toy barn, fitness studio, pickleball and tennis courts, fishing ponds, and eight miles of private hiking and biking trails.
- Future Amenities: Cove pool, event pavilion.
- Number of dining restaurants and seats: 1 current venue / 50 indoor seats, plus 100 pool patio and deck seating
• Number of completed homes built in the community to date: 83 completed to date, 57 under construction or pending construction
• Total community buildout is approximately 300 homes within 5-10 years
• Community ownership/usage: strictly private, with sponsored and invited guests only
• Lot price ranges: $450,000 – $2 million-plus
• Home price range: $1 million – $4 million

For more information: https://www.longcovetx.com/.

**Position Summary**

Potential General Manager candidates must possess and be able to exhibit a charismatic coach training “heart of a teacher” leadership style. Candidates must be willing and able to train, develop best practices, set standards, be sports oriented, manage all amenities on site, be financially astute (budgeting and forecasting), oversee all food and beverage services and be able to create and manage a seasonal staffing plan. The General Manager will be the key leader known to the community owners and employees as the “go-to person” representing the developer. The General Manager must be visible and present in all operations on a regular basis. The General Manager must demonstrate an open-door approachable demeanor that leads and guides all leadership in an equal and proactive manner. The General Manager must not be a “behind the desk” manager, but rather, must manage by “walking around, inspecting what he or she expects.” The General Manager must be structured and organized to implement defined goals and initiatives that will achieve the mission, vision and brand of being an unparalleled community.

**Position Description**

The General Manager has clear ownership over the day-to-day operations of Long Cove, its community operations and HOA, while focused on the achievement and maintenance of a strategic business plan for these divisions. Specific emphasis on consistently enhancing an extraordinary lifestyle experience for Long Cove community Owners and their guests is primary to this role. The General Manager is responsible for managing the entire inventory of key assets (physical and staff) including golf, fitness, activities, tennis, basketball, food and beverage, front-of-house operations, community events, maintenance, housekeeping, landscaping, concierge services, security, HOA and future community amenities, assuring consistency to meet the defined expectations of service execution and delivery. The General Manager must be a strong motivator, with strong leadership ethics, a visible proactive presence and a first-in-last-out leadership style. The General Manager will be required to live within 15 minutes of the property to respond to operational issues on a daily basis when needed.

**Essential Functions and Responsibilities**

• Work directly with home builders and contractors to assure adherence to the community rules and construction rules.
- Responsible for all future community amenity openings, organized and ready for exemplary community ownership usage and service at any time (with a focus on high-traffic periods on the weekends, as well as April-September high-season usage).
- Act as the “face” of Long Cove, and the developer’s representative to community owners, staff and external constituencies.
- Provide a positive, upbeat image for the community owners by ensuring that owners and their guests enjoy high-touch service, a quality product and an exciting calendar of events.
- Continually keep the community events fresh, current and innovative with programming, menus/culinary excellence, service and private ownership traditions.
- Establish a partnership with the real estate sales-marketing teams and assure that community amenities are promoted, and all aspects of the community are showcased during the sales process.
- Have a clear understanding of the community rules and assure that compliance is enforced.
- Establish with the General Manager’s direct supervisors and leadership staff an annual operating and capital budget for the Long Cove community. The General Manager is the responsible party to lead the community budgeting process with the developer CFO/accounting department. The General Manager is responsible for any variances to budgets and capital and will make all efforts to communicate major variances to the developer/owner or owner’s CFO/accounting department in advance whenever possible. The General Manager must practice a “zero-based budgeting process.” The General Manager will be involved in the “Lake View Management & Development District” capital planning and expenditures. This is a separate budget from club operations.
- Must have demonstrated experience in managing high-quality food and beverage operations with seasonal flex and part-time employees.

**Education, Experience and Other Qualifications**

- College graduate with a bachelor’s degree in business administration or hospitality management.
- Minimum of 10 years of significant experience and a preference of at least five years of general management experience in a similar, private, highly regarded premier community or private club.
- Prefer: Certified Club Manager (CCM) achievement from the Club Managers Association of America (CMAA).
- A team builder who has a history of attracting, developing and retaining a high-performance staff.
- Exceptionally strong communication and facilitation skills, both written and verbal, with the appropriate personal presence, desire and ability to interact effectively with community owners, guests, staff and vendors who are part of the success of Long Cove.
- Must at all times be a self-starter. Must be able to organize and bring focus to a set listing of goals and tasks.
- An intuitive style resulting in a sincere and visible engaged presence with community owners, guests and staff.
Supervisory Responsibilities

• Director of Operations & Golf Supervisor
• Landscaping Contractor
• Marina Manager
• Community Director
• Controller/Apartment Manager (a separate 56-unit apartment complex adjacent to the community, owned by the developer).
• Lake Club Manager (grill and pool amenity)

Salary and Benefits

• Preferred salary range: $110,000, plus real estate sales annual bonus. Salary will be commensurate with qualifications and experience based on this reduced scope and hours leadership commitment.
• The developer will offer continued CMAA benefits and continued education.
• The developer will offer an excellent benefits package, as well as relocation assistance.

Individuals who meet or exceed the established criteria as detailed in this posting are encouraged to send their cover letter and resume.

Note: Please mark: Long Cove, Malakoff, Texas on the outside of your envelope or subject line if sent by email. If sending by email, please send your cover letter and resume as a PDF.
Thank you.

Send all documents to:

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