

CANDIDATE PROFILE

Club General Manager
Omni La Costa Resort
Carlsbad, California



www.theclubatlacosta.com

[Watch a short video here.](#)

The Organization

Located in the beautiful coastal foothills of Southern California, Omni La Costa Resort & Spa is one of the premier luxury resort destinations in the country. Blending timeless luxury with modern wellness, the resort is home to the nationally recognized Spa at La Costa, championship golf and tennis facilities, exceptional dining experiences, resort pools, wellness programming and a vibrant private club community.

The Club at La Costa Country Club offers an elevated lifestyle experience centered around family, wellness, recreation, hospitality and community. The Club General Manager will play a critical leadership role in shaping the future of the Club while enhancing the overall member experience across the campus.

Omni Hotels & Resorts is known for its culture of service, excellence and associate empowerment. The organization is deeply committed to leadership development, operational excellence and creating memorable experiences for both members and guests.

OMNI CLUB AT LA COSTA DETAILS:

- Ownership Structure: Omni Hotels and Resorts Owns Property and Club
- Membership Size: 900 Memberships (split between golf and sports)
- Annual Operating Revenue: Membership Revenue \$8.5M / Golf Revenue \$5.5M
- Golf Courses: Two 18-hole Courses
- Number of Employees: 90
- Food & Beverage Outlets: Under Resort Operations Team
- Annual F&B Revenue: Under Resort Operations Team
- Racquet Sports Facilities: 12 Tennis and 6 Pickleball, Cliffs Drysdale Supports Tennis Operations
- Fitness & Wellness Facilities: Under Resort Operations Team
- Capital Projects: Upcoming 18-holes Course Renovation and Clubhouse Improvements
- Average Member Age: 53

- Initiation Fee / Dues Structure: \$25k for Sports / Approx \$600 a month / \$75k for Golf / Approx \$1400 monthly
- Board / Governance: Omni Operates, Advisory Board for Members to hear feedback
- Technology Platforms: Club Essentials, Resort Suite

Position Overview

Omni La Costa Resort & Spa is seeking a dynamic, strategic and highly visible Club General Manager to lead all facets of Club operations and membership experience.

Reporting directly to the Managing Director, the Club General Manager serves as the strategic business leader for the Club and is responsible for overseeing all administrative, operational, financial and membership functions. This executive leader will guide long-term strategic planning while fostering a culture focused on service excellence, operational consistency, associate engagement and member satisfaction.

The ideal candidate will be a hands-on hospitality leader with exceptional relationship-building skills, strong financial acumen and proven experience leading large-scale private club or resort club operations.

Responsibilities

STRATEGIC LEADERSHIP

The Club General Manager will provide strategic vision and operational leadership for all aspects of Club operations while aligning the Club's goals with Omni's luxury hospitality standards and long-term business objectives.

- Leading long-range business planning, strategic initiatives and capital improvement planning.
- Assisting in the development and execution of annual operating and capital budgets.
- Participating as an active member of the Omni La Costa Executive Committee.
- Collaborating closely with the Managing Director and senior resort leadership team.
- Driving a member-centric culture focused on hospitality excellence and innovation.
- Identifying key business drivers and implementing strategies to improve operational performance and member engagement.
- Leading member advisory board meetings and maintaining consistent communication with stakeholders.

OPERATIONAL EXCELLENCE

The Club General Manager will oversee all operational divisions of the Club while ensuring seamless integration between the Club and resort operations. Areas of oversight include:

- Golf Operations
- Agronomy
- Membership & Sales
- Family & Adult Programming
- Tennis & Racquet Sports

- Health & Wellness
- Club Facilities & Amenities

OPERATIONAL EXPECTATIONS

- Maintaining a highly visible and hands-on leadership presence.
- Refining and implementing member-focused policies and procedures.
- Collaborating with resort departments including Human Resources, Engineering, Security, Finance, Food & Beverage, Catering and Banquets.
- Overseeing the organizational structure of the Club and continuously improving operational efficiency.
- Ensuring Omni brand standards and key initiatives are consistently achieved.
- Managing the care and maintenance of all Club facilities and physical assets.

TEAM LEADERSHIP & CULTURE

This leader will cultivate a positive, service-driven culture focused on associate engagement, accountability and operational excellence.

- Recruiting, mentoring and developing high-performing leaders and teams.
- Building a cohesive leadership culture across all Club departments.
- Developing SOPs, training programs, line-up meetings and departmental communication standards.
- Driving associate engagement and responding proactively to feedback and survey results.
- Leading with professionalism, energy, enthusiasm and accountability.
- Creating a culture rooted in hospitality, anticipation of member needs and personalized service.
- Serving as a mentor and role model for all associates.
- Maintaining effective performance management systems and regular review processes.
- The successful candidate will balance respect for tradition with a forward-thinking approach to innovation and best practices.

MEMBER & COMMUNITY ENGAGEMENT

The Club General Manager will serve as the visible face of the Club and foster strong relationships throughout the membership and local community.

- Delivering exceptional member experiences across all Club amenities and services.
- Maintaining a strong and visible presence throughout the Club.
- Leading member retention and engagement initiatives.
- Responding diplomatically and promptly to member concerns and feedback.
- Supporting Membership Sales and assisting with complex member matters.
- Designing and overseeing annual programming and member events calendars.
- Developing comprehensive communication strategies for Club initiatives and events.
- Building relationships within surrounding homeowner associations and community organizations.
- Welcoming and integrating new members into the Club culture and community.

FINANCIAL & BUSINESS MANAGEMENT

The Club General Manager will oversee all financial operations while ensuring strong fiscal stewardship and operational accountability.

- Preparing and managing annual operating and capital budgets.
- Developing accurate forecasts and financial performance strategies.
- Monitoring departmental performance and adjusting operations as necessary to achieve financial goals.
- Managing operational workflows, cost controls and revenue growth initiatives.
- Ensuring compliance with applicable laws, regulations and environmental standards.
- Protecting Club assets through effective risk management practices.
- The successful candidate must possess strong financial acumen and the ability to lead from metrics, forecasting and strategic analysis.

CAPITAL PROJECT MANAGEMENT

The Club General Manager will play a key role in overseeing current and future capital projects throughout the Club campus.

- Assisting with long-term capital planning initiatives.
- Monitoring construction schedules, project budgets and contractor performance.
- Collaborating with Engineering and ownership teams on project execution.
- Communicating project updates and timelines to stakeholders.
- Managing the member experience throughout renovation and construction phases.

Candidate Attributes

The ideal candidate will be an accomplished hospitality executive with extensive experience leading complex private club or resort club operations.

- Minimum of 10 years of progressive leadership experience leading to a General Manager role within a comparable private club or resort environment.
- Bachelor's degree in Hospitality Management, Business Administration or related field preferred.
- CCM, PGA or similar professional certifications highly desirable.
- Proven success leading multi-faceted club or resort operations.
- Strong financial and business management expertise.
- Exceptional communication, leadership and interpersonal skills.
- Demonstrated success building and developing high-performing service teams.
- Proven ability to elevate member satisfaction and service standards.
- Experience working effectively with boards, committees and ownership groups.
- Strong understanding of membership programming, food and beverage operations and lifestyle amenities.
- Experience utilizing club and property management technologies to improve operational efficiency and member experience.

Competitive Compensation

- \$220K-\$250K + 35% incentive potential
- Competitive Benefits Package: Includes 401k, health benefits, PTO and phone stipend
- Professional Development Opportunities
- Relocation Assistance (if applicable)

To be Considered

Qualified candidates are encouraged to submit a thoughtful cover letter and resume for consideration. The cover letter should be addressed to **Craig Martin, Area Managing Director** and should clearly articulate your alignment with the role, your relevant experience, and why this opportunity at Omni La Costa is of interest to you at this stage of your career.



Terry Anglin, CCM, CCE, ECM
Principal



terry@gsiexecutivesearch.com



901-550-9338



Tara Osborne
Principal



tara@gsiexecutivesearch.com



512-965-5643



Mary Kate Addison, SHRM-CP
Principal



Marykate.addison@gsiexecutivesearch.com



469-265-1326

