

CANDIDATE PROFILE

Director of Special Events

Spring Lake Golf Club
Spring Lake, NJ

www.springlakegolfclub.net



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The Organization

Spring Lake Golf Club is one of New Jersey's most respected and historic private clubs. Located in the heart of desirable Monmouth County along the Jersey Shore, the Club has provided exceptional golf, dining, and social experiences for its members and guests for more than a century.

Founded in 1898, Spring Lake Golf Club has a rich tradition rooted in excellence and hospitality. The Club's golf course was redesigned in 1917 by legendary golf course architect Albert Warren Tillinghast, one of the most influential designers of golf's Golden Age. His original vision remains largely intact today, preserving the character and challenge that have made the course a favorite among generations of members.

Most recently, Spring Lake Golf Club completed a significant renovation of its clubhouse and dining facilities, enhancing both the member and guest experience. Improvements included expanded dining venues, multiple new bar areas, upgraded outdoor dining spaces, and extensive enhancements to the Club's banquet and event facilities. These investments have further strengthened the Club's reputation as a premier destination for weddings, private celebrations, golf outings, member events, and social gatherings.

Today, Spring Lake Golf Club continues to thrive as a vibrant and active club community, offering an exceptional combination of championship golf, outstanding dining, and a robust social calendar. The Club is committed to providing first-class service and memorable experiences while preserving the traditions and values that have defined its success for more than 125 years.

SPRING LAKE GOLF CLUB DETAILS:

- Approximate Gross Dollar Volume: \$12.2 Million
- Approximate Dues Volume: \$5.3 Million
- Approximate Food & Beverage Volume: \$5.1 Million (Total Event Revenues \$2.8m)
- Membership: Approximately 645 Members, with an extensive waitlist

- Initiation Fee: \$75,000
- Annual Dues & Fees: Approximately \$15,075
- Board of Governors: 13 Members
- Standing Committees: 6
- Weddings: Approximately 25/yr
- Monday Golf Outings: 12

Position Overview

Spring Lake Golf Club is seeking an energetic, highly organized, and service-driven professional committed to building a long-term career at one of New Jersey's premier private clubs. This individual will join a collaborative and high-performing leadership team dedicated to delivering exceptional experiences for members and guests.

The Director of Special Events will play a key role in supporting the Club's growing event business while preparing to assume full leadership responsibilities for the department as part of a planned succession strategy. This position will work closely alongside the current Director of Special Events, who will retire following the 2026 season after more than 40 years of distinguished service to the Club. Hiring now provides a unique opportunity for a comprehensive transition, allowing the successful candidate to gain institutional knowledge, build meaningful relationships with members and staff, and ensure a seamless transfer of responsibilities.

The Director of Special Events will oversee all aspects of weddings, member events, golf outings, private functions, and special occasions. The successful candidate will develop strong relationships with members and clients, manage vendor communications, prepare banquet event orders (BEOs), coordinate event logistics, and maintain a highly visible presence throughout the Club. This individual must possess exceptional attention to detail, strong organizational skills, and a passion for delivering memorable hospitality experiences.

The ideal candidate is a confident, approachable leader who thrives in a hands-on, service-focused environment. They will serve as an ambassador of the Club, engaging regularly with members, guests, and staff while fostering a culture of professionalism, teamwork, and exceptional service.

The Director of Special Events reports directly to the General Manager/COO and works closely with the Assistant General Manager, Executive Chef, Sous Chef, event captains, and other department leaders to ensure the seamless planning and execution of all events and functions.

Responsibilities

- Plan, coordinate, and oversee all Club special events, including weddings, banquets, corporate functions, and member events.
- Collaborate with the culinary team to develop menus and pricing aligned with member preferences and event themes.
- Partner with department leaders to ensure consistent service standards and exceptional guest satisfaction.
- Meet with members and vendors to review contracts, menus, setups, and event details.
- Work with the House and Entertainment Committee—and when necessary, the Board of Trustees—to ensure a first-class member experience.
- Build and maintain strong relationships with members, vendors, and entertainment partners.

- Manage all entertainment bookings, contracts, deposits, communication, and scheduling.
- Oversee event setup, room design, and equipment needs, and ensure all spaces are properly appointed.
- Engage with members on-site, resolve issues, oversee service quality, maintain cleanliness, and conduct facility tours.
- Prepare and distribute detailed BEOs and proactively communicate updates to the TEAM.
- Manage the annual Club calendar for events and golf activities.
- Create floor plans that reflect member and guest preferences.
- Be on-site during events to oversee execution, troubleshoot, and make real-time decisions.
- Ensure all events exceed expectations and uphold SLGC's high standards.
- Maintain comprehensive knowledge of all Club amenities and services.
- Track event-related costs and generate reports for management.
- Maintain accurate event records, including contracts, permits, and correspondence.
- Use NorthStar technology to streamline communication and improve operational efficiency.
- Demonstrate strong leadership and support the events team to ensure flawless execution.
- Bring enthusiasm, initiative, and a genuine passion for serving our membership.
- Collaborate as a thought partner within the Club's leadership TEAM.
- Establish, model, and uphold standards for dress, decorum, and service; consistently monitor adherence.
- Involve staff in the operational decision-making process to create a positive and engaging work environment.
- Participate in annual performance reviews for captains, managers, and staff.
- Monitor safety conditions and ensure full compliance with safety procedures.

Attributes

- Have a strong, visible, and respectful presence with members and staff, with exceptional communication and interpersonal skills.
- Demonstrate urgency and responsiveness while maintaining the integrity of the Club's service standards and business plan.
- Be a dynamic recruiter, developer, and mentor of staff and take pride in building a high-performing TEAM.
- Possess a passion for training, developing, and elevating service staff across all food and beverage areas.
- Serve as a consistent evaluator of performance, ensuring high standards of hospitality, appearance, service, and facility cleanliness.
- Take personal ownership of assigned areas, ensuring all spaces are always "member-ready."

Requirements

- Bachelor's degree in Event Management, Hospitality, or a related field preferred.
- Significant private club or hospitality leadership experience may substitute for a degree.
- Demonstrated experience in event planning and coordination is required.
- Exceptional communication and interpersonal skills.
- Strong vendor management and negotiation abilities.
- Creative thinker with meticulous attention to detail.
- Ability to work evenings, weekends, and holidays.
- Proficiency in Microsoft Office Suite.
- Knowledge of NorthStar or similar catering/event management systems preferred.

- Ability to maintain confidentiality of sensitive Club, member, and employee information.
- Excellent organizational skills with a strong sense of mindfulness and follow-through.
- Basic clerical and administrative proficiency, including recordkeeping and file management.
- Ability to work independently and handle multiple priorities.
- driven tools. Experience with Jonas Club Management Software is preferred, but not required.
- Ability to provide outstanding professional references. Final candidates will be subject to a comprehensive background investigation and reference review process.

Competitive Compensation

- Competitive salary commensurate with experience and qualifications.
- Opportunities for professional growth and development, including CMAA/NACE benefits.
- Excellent benefits package accompanied by a strong annual bonus program.
- A dynamic and supportive work environment.
- A full-time, exempt position.
- Relocation assistance will be provided for the successful candidate (if from outside the area).

To be Considered

To be considered for this exceptional leadership opportunity, interested candidates are encouraged to submit their materials by July 1st, 2026. All resumes, cover letters and related materials will be handled with the highest level of professionalism, discretion and strict confidentiality throughout the search process.

Qualified professionals who meet or exceed the outlined criteria are encouraged to submit a thoughtful and compelling cover letter addressed to Mr. Robert Anen, CCM, CCE, General Manager / COO. The letter should highlight the candidate's qualifications, leadership experience, professional accomplishments, and interest in the position, while also sharing why Spring Lake Golf Club represents an attractive opportunity for them personally, professionally and for their family. Candidates should submit their cover letter along with a current resume to:



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