

Candidate Profile

Director of Golf
Vaquero Club
Westlake, Texas
(Dallas/Ft. Worth - Metro Area)
www.vaqueroclub.com



Organization

Established in 2001, Vaquero occupies 525 acres of the Hunt brothers' Circle T Ranch in Westlake, Texas. Discovery Land Company purchased the Ranch and developed it into an intimate, utterly private Club community.

The secluded property features rolling hills, a newly renovated and expanded 42,000 sq. ft. clubhouse, and a golf course designed by Tom Fazio. Vaquero is located 15 minutes from the Dallas/Fort Worth Airport and offers ample shopping and dining in the neighboring towns of Southlake, Trophy Club, and Roanoke.

For members, the Vaquero Clubhouse is a second home. This luxurious, yet comfortable setting is where members live, work, and play. A member can work out, play golf, and enjoy lunch or dinner with family and friends. Vaquero offers members the ultimate lifestyle. Once a member enters the gates, the staff is present for everything a member or guest may need. The team is dedicated to helping members enjoy the things that truly matter, friends and family. The Vaquero Club offers a limited number of private Equity Golf and Social Memberships.

The primary amenity of the Club is the golf course and practice facilities. Today the course is a Tom Fazio Championship design. Beginning this Spring, the course is scheduled to be renovated to a new Andrew Green designed Championship Course. During this time, the Club continues to upgrade its leadership team and will select a new Director of Golf. The new Director of Golf will be experienced in implementing next-level professional staffing, service, retail and custom order programs, well-organized tournaments, unique and creative programming, with improved league play. The new Director of Golf will deliver an unparalleled golf experience of excellence every day to the membership and their guests.

By the Numbers

- 413 Total Member Families
- Tom Fazio Designed 18-Hole Championship Golf Course, PAR 71, Andrew Green, Par 71, remodeling in 2022-2023
- \$1.8MM Total Golf Retail Sales
- Large Format Annual Tournaments Each Year: 2 Member-Guest, 2 Member-Member, Club Championships, Ryder Cup Style Event
- Indoor Golf Teaching Center
- 42,000 Total Square Foot Clubhouse, Remodeled by Mike Marsh in 2019
- 3 Dining Areas: Clubhouse, Ranch House, and Pool Grill
- Men's Locker Room Lounge and Women's Locker Room Lounge
- 4 Tennis Courts and 3 Pickleball Courts
- Swimming Pool, Youth Recreation, 2 Event Lawns, and Kids Club
- Spa and Fitness Center
- Family Events, Fishing, Paddleboats, or Canoeing

- \$225,000 Initiation Fee
- Annual Dues for Golf Member: \$33,000
- Annual Golf Rounds Per Year: 21,000
- Gross Revenues: \$19.1MM
- Food and Beverage Revenues: \$2.7MM
- 32 Employees (Full/Part-Time) Reporting to Director of Golf
- Average Membership Age: 56
- 9 Board Members and 5 Standing Committees
- POS/Accounting System: Jonas
- Private, Member-Owned Club
- Open Six Days Per Week, 12 Months Per Year

Position Summary

Ideal candidates must have a demonstrated history of leading operations that deliver quality in operational service standards on a day-to-day basis in each business segment. The Director of Golf must be structured and organized to implement defined goals and initiatives to achieve the mission, vision, and brand of being an unparalleled Club and Community. The Director of Golf needs to possess a desire to provide creative experiences, always striving to be different from the industry by thinking outside the box and capitalize on making sure details are consistently achieved.

The Director of Golf has full operational ownership of all golf tournament events, from creation, marketing, organization, and implementation. After each event, a tournament recap summary will be presented to the General Manager/COO and Golf Committee.

The Director of Golf reports directly to the General Manager/COO of the Vaquero Club for all direction, operations, financial, and strategic planning.

The Director of Golf manages all golf and golf-related activities and business and is responsible for all golf activities, membership instruction, and course play. The Director plans, promotes and directs all golf operation staffing and is highly visible, charismatic, with high integrity and leadership skills.

This position requires frequent interaction with the membership and their guests, vendors, and employees. The Director of Golf must exhibit a coach training leadership/management style when interacting with all Vaquero employees.

Direct Reports:

- Assistant Golf Professionals
- Retail Supervisor/Buyer
- Golf Operational Staffing
- Others as assigned

Essential Function

- Prepares annual and monthly budgets for assigned business operations; takes corrective actions as necessary to help assure that all budget/financial goals are attained.

- Oversees the ordering of all retail merchandise. Organizes and displays all retail of the highest quality that the general membership will support. Develops a “member special-order process” via web-based or phone for all retail merchandise.
- Orders all supplies associated with golf, retail and tournament, and training activities.
- Selects, supervises, trains, and evaluates all golf staff.
- Plays golf with members of all skill levels to generate enthusiasm.
- Designs and conducts golf clinics that promote membership education and consistent play.
- Plans professional development and training activities for subordinates to ensure that assistants finish all PGA training. Implements a Golf Operations “Playbook” or business plan and manual.
- Designs and conducts junior golf clinics and youth training/entertainment programming.
- Collects all related fees as detailed to the membership and the financial plan.
- Organizes and conducts Club tournaments and related competitive events and play days such as Men’s Golf, Ladies’ Golf, Couples’ Golf, Youth/Junior golf development, 9-hole playgroups/leagues, etc....
- Enforces the USGA golf rules and regulations and local rules as reviewed with and approved by the General Manager/COO and Golf Committee.
- Enforces Club policies, rules, and regulations (as assigned or approved by the General Manager/COO).
- Consults with the General Manager/COO about the golf course - practice range operations, training, maintenance, and golf operations every week.
- Cooperates, partners, and coordinates with the Golf Course Superintendent on all golf maintenance issues that affect the playability of the golf course and practice facilities.
- Implements and administrates a system governing the start of play and maintains USGA recorded handicaps for all members.
- Represents the Club in all area PGA professional events, including local, state, or national events, with the approval of the General Manager/COO.
- Attends all weekly senior management and operations meetings (as assigned).
- Maintains records, key statistics relating to the player and guest rounds, revenues, and other usage metrics (as assigned by the General Manager/COO).
- Provides course marshals for tournaments and at other times as required to maintain the established “pace of play” for the golf course. Supervises all course marshals to help ensure the pace of play is maintained on the course for the benefit of all players.
- Responsible for maintaining and managing all maintenance to the golf carts and or beverage carts used on the golf course (through the golf cart vendor fleet services).
- Adheres to all Federal, State, and Local laws regarding health, safety, and employment.
- Schedules staff hours to assure that members are fully served and followed up within 24 hours as a priority and that labor costs are maintained (periodically checks timecards for adherence to posted schedules).
- Assists in developing short- and long-range plans to improve Club facilities and retail operations.
- Attends PGA national and sectional conferences/meetings, merchandise shows, educational and professional shows to encourage development and to enhance quality and image of the Club as budgeted and approved by the General Manager/COO.
- Assists supervising and inspecting design improvements and capital outlays to golf courses and golf facilities with the golf course superintendent.
- Performs all work-related duties as assigned by General Manager/COO.

Special Requirements

- Ability to always keep information confidential.
- Must always possess an outgoing charismatic personality.
- Must always possess honesty and integrity.
- Must be always courteous and tactful.
- Must treat others with kindness and respect.
- Must maintain an active PGA membership as a Class A professional.

- Must adhere to the PGA Code of Ethics and Regulations and present oneself in a first-class, professional manner at all times. The Director of Golf will also adhere to the Vaquero Club Senior Management Uniform Standards (as defined by the General Manager/COO for all Divisional Managers).
- Must implement and practice the Vaquero Club CORE values with a “coach training leadership style” when managing all Vaquero Club employees.
- Manages all marketing and communication for the Golf Operations division and assigned business segments to the membership via club newsletter, email blast, videos, and website content as approved by the General Manager/COO.
- The responsible leader for implementing extensive Golf Tournaments and Club Programming (for all assigned business segments) to include an annual golf activity calendar for the membership.
- Establish an internship program with the PGA and related Golf Schools across the Country for the Vaquero Club. The ideal candidate must be known for developing Assistant Golf Professionals into Class A PGA Directors of Golf at other private clubs. The Club desires to be known for developing high-quality leaders for other Club opportunities.

Education, Experience, and Other Qualifications

- PGA Class A member in good standings.
- Minimum of 10 years of significant Golf Professional experience and a preference of at least three years as a Head Golf Professional or Director of Golf in a similar, private, highly regarded premier, Platinum Club, resort, or golf community.
- Proven record of strong operational management skills and daily attention to detail.
- A team builder who has a history of attracting, developing, and retaining high-performing staff.
- An intuitive style that results in a sincere and visibly engaged presence with members, guests, and staff.

Financial Responsibilities

- Club P&L Management
- Development of an annual fiscal budget/plan for Golf Operations and Retail submitted to the General Manager/COO for approval.

Salary Benefits

- Salary is open and commensurate with qualifications and experience.
- The Club will offer continued education and development with paid PGA benefits.
- The Club will offer a bonus and benefits package.
- Relocation assistance.

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

Note: Please mark: ***Director of Golf Search – Vaquero Club, Westlake, TX*** on the outside of your envelope or subject line if sent by email. Please send your cover letter and resume in PDF if sent by email. Thank you.

Send all documents to:
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