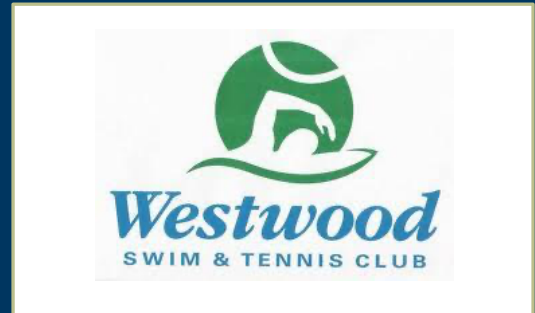


CANDIDATE PROFILE

Club Manager
Westwood Swim & Tennis Club
Winston-Salem, NC

www.westwoodclub.org



Organization

Founded in 1961, Westwood Swim and Tennis Club is nestled on a beautiful property in the heart of western Winston-Salem. The active, full-service, family private club is recognized as a premier Swim and Racquet Club in Winston-Salem. Westwood features an expansive clubhouse and full-service summer grill and snack bar. Other amenities include a spacious six lane, 25-yard pool with an additional diving well and diving board. The baby pool area is separate from the main pool, which provides optimal safety for the Club's youngest swimmers.

Westwood's fitness center is open to members seven days a week and features recumbent bikes, ellipticals, treadmills, a rowing machine, ab machines, weights, Peloton bikes and Pilates equipment. Group fitness classes, personal training and yoga are popular offerings to the membership.

The tennis facility includes two pickleball/paddle courts and eight impeccably maintained Har-Tru courts, four of which are lit for evening play. Westwood's tennis program is home to eight USTA teams and league play. The Club's adult and junior teams have been the recipient of several state titles.

Included among Westwood's amenities, the Club offers a robust calendar of events with pool socials, tennis socials and a variety of socials with live music, game nights, wine tastings, dinners and holiday celebrations.

Westwood Swim and Tennis Club:

- Annual Revenue: \$371,000
- Members: 400
- Employees: 16-37 seasonally
- Direct Reports: 5

Position Overview

Reporting to the President of the Board of Directors, the Club Manager will guide all Club operations and is responsible for the Club's vitality and success in accordance with the bylaws, policies, procedures and standards set by the Board.

The Manager sets the pace as an example of gracious hospitality to all employees and is the primary point of

contact for the membership. Potential candidates will possess all of the requisite skills, leadership qualities and personal traits suited for a multi-faceted hospitality environment. A friendly, outgoing personality is a necessity, as is a strong working knowledge of providing a first-class experience to the membership.

The Board of Directors of Westwood Club expects the Club Manager to provide the following:

- **Leadership:** Guide and direct a dynamic and motivated team of professional staff people including the director of racquets, marketing and event staff, aquatics manager, snack bar supervisor, finance, swim team head coach, member relations manager and office staff.
- **Service:** Instill in staff an enthusiastic culture of customer service and satisfaction for the membership.
- **Financial Stewardship:** Monitor and manage Westwood Club budgeting and finances so as to maintain fiscal strength, stability and controls, and to maximize value to members now and in the future.
- **Facilities Management/Safety:** Ensure that Westwood Club facilities and property are kept in optimal condition, with adequate financial and personnel support of appropriate repair and maintenance, and afford adequate safety and security to members, club personnel and property.
- **Membership Development/Management:** Monitor and grow Club memberships, manage marketing and public relations, and ensure highest possible satisfaction and retention of members.
- **Strategic Planning:** Work in concert with the Board of Directors to establish a vision and strategies by which Westwood Club will flourish in short and long term.

Responsibilities

Leadership

- Implements general policies established by the Board of Directors; directs their administration and execution.
- Plans, develops and works with the Board for approval of specific operational policies, programs, procedures, methods, rules and regulations in concert with general policies.
- Serves as liaison for optimal Board, committee and staff relations.
- Sends notice of, attends and posts minutes from the Board of Directors meetings.
- Coordinates and serves as ex-officio member of appropriate Club committees.
- Prepares reports and other support material for committees and Board.
- Prepares timely monthly state of the Club Report for Board meetings.
- Performs other duties as directed by the President or Board of Directors.
- Ensures adherence to Westwood Club bylaws.

Service

- Manages human resources to instill positive working environment that is customer-service friendly for membership and their guests.
- Properly manages all aspects of the Club's activities to ensure and maintain the quality of products and services provided by the Club.
- Develops, maintains and disseminates a basic management philosophy to guide all Club personnel toward optimal operating results, employee morale and member satisfaction.
- Reviews and initiates programs to provide members with a variety of popular events.
- Works with staff to schedule, supervise and direct the work of designated employees.
- Oversees supervisor of the snack bar or subcontractor to ensure the highest standards for food and beverage products.
- Reports member infractions to the Board of Directors for necessary action.
- Establishes and approves workloads, work methods and performance standards for reporting staff.
- Oversees management of pool and contracts related to the pool.
- Establishes and maintains basic personnel policies with Board participation and approval.
- Initiates and monitors policies relating to personnel actions, training and professional development

programs.

- Implements and monitors youth protection policy upon approval by Board of Directors.
- Staffs all parties and rental functions as needed.
- Convenes and presides over meetings with staff.
- Manages the landscaping contractor, cleaning contractors and handyman, if contracted.

Financial Stewardship

- Develops and manages operational and capital budgets in concert with Bookkeeper and Board Finance Director according to applicable budget calendars.
- Works with Bookkeeper to monitor management of cash flow; establishes controls to safeguard funds.
- Responsible for fiscal management and control in concert with Board of Directors' fiduciary responsibility.
- Coordinates development of operating and capital budgets according to the budget calendar; monitors monthly and other financial statements for the club; takes effective corrective action as required.
- Works with Bookkeeper and Finance Director/Treasurer to analyze financial statements; manages cash flow and establishes controls to safeguard funds; reviews income and costs relative to goals; takes corrective action as necessary.
- Establishes and monitors compliance with purchasing policies and procedures.
- Directs purchasing, receiving, storage, issuing, preparation and control of all products, supplies and equipment.
- Gives direction to and work closely with vendors, outside contractors, firms and individuals providing services to Westwood Club, including cost control oversight.
- General accounting entries, payment of bills and receipt of income.

Facilities Management/Safety

- Oversees the care and maintenance of all the Club's physical assets and facilities, except the tennis courts which are the direct responsibility of the Director of Racquets.
- Ensures proper cleanliness and sanitation of all Club facilities and environments.
- Ensures the maintenance, safety, security, cleanliness and sanitation of the physical environment for all members and guests, including making sure managers maintain courts, pool, playground and clubhouse.
- Handles emergencies such as fires, accidents and breaches of security or house rules promptly and in person.
- Emphasizes prevention through training, inspection and preventive enforcement.
- Provides recommendations to the President and committees about construction, alterations, maintenance, materials, supplies, equipment and services not provided in approved plans and/or budgets.
- Consistently ensures that the Club is operated in accordance with all applicable local, state and federal laws, including health department regulations, ABC regulations and county pool licensing.
- Maintains relations with police, fire, health department and other governmental agencies.
- Negotiates with Board leadership and support as needed and recommends Board approval for contracts.
- Provides for and manages use of the Club's equipment, space and materials.
- Ensures maintenance of the daily condition of the Westwood Club tennis courts and any additional paddle courts to be best-of-class in this area.
- With pool staff, maintains the condition of the Westwood Club swimming pool facilities and equipment to ensure safe and reliable operations, and protection from damage and premature aging.

Membership Development/Management

- Works with the Membership Relations/event staffer to implement new member recruitment to generate growth in membership, with a net gain annually, and a goal of 400 total members at all times.
- Oversees staff and welcomes new Club members; meet and greet all Club members as practical during their visits to the Club.
- Builds positive relationships with members; maintains a friendly and welcoming atmosphere throughout Westwood Club; is accessible and approachable to answer member questions; assists with requests and

- responds to legitimate complaints and feedback; trains staff to do the same.
- Reviews and initiates programs to provide members with a variety of popular events.
- Reports member infractions to the Board for appropriate action.
- Directs the writing and publishing of the Club newsletter and plans for intra-club public relations.
- Maintains Westwood Club website with current and comprehensive information on all Club functions, calendar of events and reservation system.
- Maintains and/or oversees staff posting of regular and frequent social media postings.
- Enforces rules in a firm, consistent and positive way.
- Ensures membership staff maintains accurate membership records.
- Ensures membership staff provides information about Westwood Club to prospective members; gives tours of the facility; accepts new member applications and maintains a waiting list, if needed, and assumes contact when staff is unavailable.
- Manages and oversees staff assignment regarding member resignations and requests for special leave in accordance with Club policy.
- Sends member mailings as needed for annual renewals, special meetings or Club-wide events.
- Provides and/or oversees staff performing orientation for new members.
- Directs and/or oversees staff in charge of marketing and membership relations programs to promote Westwood Club's services and facilities to potential and present members.
- Performs competitive analyses on clubs and other businesses providing member alternatives through personal observations and historical reports.
- Directs writing and publishing of Westwood Club's newsletters and regular announcements and coordinates the Club calendar.
- Regularly updates Club website and posts on social networking sites.

Strategic Planning

- Coordinates the development of Westwood Club's long-range and annual business plans.
- Develops, maintains and administers a sound organizational plan.
- Initiates improvements as necessary.
- Plans, develops and gets approval for specific operational policies, programs, procedures and methods in concert with general policies.

Candidate Qualifications and Core Competencies

- A minimum of three to five years prior experience as a Club Manager, Assistant Clubhouse Manager or a comparable position at a private club, resort, hotel or university with diverse programs.
- Four-year degree in Hospitality preferred.
- Work experience must be progressive with verifiable areas of responsibility and accomplishments.
- A career path marked with stability and accomplishment noted by steady progression of management responsibility.
- Point of Sales software knowledge.
- Strong organizational skills, budgetary, forecasting and cost control skills and the ability to consistently produce budgeted expectations.
- Must be proficient in Microsoft Office programs including Word, Excel and PowerPoint.
- Excellent verbal and written communication skills.
- Experience in hiring and training staff to achieve a high level of teaching ability and service standards, and willingness to work in an operation dedicated to a high level of member and resort guest satisfaction.

Attributes to include:

- An outgoing, friendly personality, hands on, visible and member/staff friendly.
- Leadership skills with the ability to motivate a veteran staff and earn their respect and trust.
- A strong sense of service with proven training and development skills.

- High ethical standards and history.
- Final candidates will be subject to a full background check.

Compensation and Benefits

- A base salary and an incentive compensation program.
- Professional association dues and education allowance.


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



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GSI Executive Search has been serving the private club industry for over 30 years, providing a wide range of executive search and placement services. In addition to GM searches that have been performed recently, GSI consultants have done over 100 GM searches around the US in the last two years.