



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
GOLF COURSE GENERAL MANAGER
(GOLF COURSE)
PARKS, RECREATION, AND TOURISM

Human Resources Department
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Newport News, VA 23606
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GENERAL STATEMENT OF RESPONSIBILITIES

Under limited supervision, this position is responsible for front end operations of the Newport News Golf Course at Deer Run, including the clubhouse, range staff, and all related operations and services. Oversight includes, but is not limited to, staffing, programs, associations, outings, tournaments, marketing, rentals, and communications. Works in close coordination with the Golf Course Superintendent. Reports to the Assistant Director of Parks.

ESSENTIAL JOB FUNCTIONS

Responsible for the effective supervision and administration of the pro shop, club house, practice range, and electric cart rentals; oversight of food service operations including budget preparation and monitoring, purchasing and executing financial transactions; staff organization and development, performance evaluations, employee relations, prioritizing and assigning work and related activities.

Assists the general public with the interpretation of golfing rules and regulations. Efficiently and diplomatically responds to public inquiries, complaints, and concerns. Plans and promotes various functions within established policies, rules and regulations to generate operating revenues and create public interest; assists with the development and implementation of an annual marketing effort; coordinates and interacts with local news media, commercial firms, civic organizations, and the general public to promote the development of the golf course and its programs. Acts as liaison with golf associations to foster growth of existing and new associations.

Oversees the collection of funds derived from sale of golf merchandise and various services at the club house; determines the type and quantity of merchandise for the pro shop; maintains a current inventory for the pro shop; oversees displays, retail strategy, loss prevention, and inventory turnover. Maintains accurate and complete records for pro shop inventory, weather data, rounds played, outing, tournament and association preparation, cart rentals, and programs. Oversees food and beverage operations.

Develops and implements operational priorities, goals, and objectives within the scope of the strategic plan and operations framework. Creates, administers, and analyzes surveys to user groups and the general public. Assists with the development of annual and long-range strategic goals. Participates in professional committees, conferences, workshops and training to maintain awareness of updates and trends in the golf industry.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- **Golf Course Operations** – Thorough knowledge of the administrative and technical practices, methods, and policies relative to municipal golf course operations to include operating a golf merchandising business.
- **Safety** – Knowledge of occupational hazards, safety precautions, and safety regulations related to equipment operation, and other work related precautions.
- **Strategic Planning** – Thorough knowledge of strategic planning principles and theories to ensure a path to achieve defined goals and objectives, as well as implementing plans to accomplish desired outcomes.
- **Customer Service** – Thorough knowledge of principles and processes for providing customer services. This includes setting and meeting quality standards for services, and evaluation of customer satisfaction.
- **Supervision** – Knowledge of leadership techniques, principles, and procedures to assign work, schedule, supervise, train, and evaluate the work of assigned staff.

REQUIRED SKILLS

- **Interpersonal Relationships** – Develops and maintains cooperative and professional relationships with employees at all levels, representatives from all departments, and outside agencies. Effectively responds to and resolves complex inquiries and disputes.
- **Critical Thinking** – Uses logic and reasoning to understand, analyze, and evaluate complex situations and researches information to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to the situation.
- **Computer Skills** – Utilizes a personal computer with a customer information system, word processing, spreadsheet, and related software to effectively complete a variety of tasks with reasonable speed and accuracy.

REQUIRED ABILITIES

- **Communication** – Ability to communicate ideas and proposals effectively, including the preparation of reports and logs. Ability to listen and understand directions, information and ideas presented verbally and in writing. Ability to handle a variety of customer service issues with tact and diplomacy and in a confidential manner.
- **Coordination of Work** – Ability to establish and implement effective administrative programs and procedures. Ability to plan and organize daily work routine and establish priorities for the completion of work in accordance with sound time-management methodology. Performs a broad range of supervisory responsibilities over others.
- **Financial Management** – Ability to perform arithmetic and statistical calculations. Ability to employ economic and accounting principles and practices in the analysis and reporting of data.

EDUCATION AND EXPERIENCE

Bachelor's Degree in Golf Course Management, Parks & Recreation, Business, or a related field and 5-7 years of broad and extensive experience working in major phases of golf course operations or recreation facility operations with 3-4 years of supervisory experience, or an equivalent combination of education and experience. PGA or LPGA certification preferred.

ADDITIONAL REQUIREMENTS

An acceptable general background investigation to include a local and state criminal history, sex offender registry check, and a valid driver's license with an acceptable driving record.

Attain and maintain valid Adult and Child CPR/AED certifications within 6 months of hire.

This position requires a pre-employment medical evaluation.

PHYSICAL REQUIREMENTS

- Requires the ability to exert moderate, though not constant physical effort.
- Some combination of climbing and balancing, stooping, kneeling, crouching, and crawling.
- Some lifting, carrying, pushing, and/or pulling of objects and materials of moderate weight (10-20 pounds).

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds, depth, texture, and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Performance of essential functions may require exposure to adverse environmental conditions, such as dust, pollen, humidity, temperature and weather extremes, toxic agents, animal/wildlife attacks, water hazards, or rude/irate customers.