



Job Title: Golf Operations Manager

Department: Golf Operations

FLSA: Exempt

Reports To: General Manager

Job Description:

Plans, promotes and directs all golf activities in effort to positively impact the guest experience while driving reach, rounds, and revenue. Ensures every dollar spent, or saved, is done with a purpose, with a reason, and with a motivation to make a positive business impact.

Duties & Responsibilities:

- Implements Brown Golf Tee Sheet Approach:
 - Inventory Analysis
 - Pricing Analysis
 - Rate Channel Analysis
- The BG6 is implemented weekly
- Actively Grows Databases:
 - Email
 - Social Media
 - Text
- Targets new customers and groups for rounds
- Develops new player business strategies
- Hires and trains all quality staff
 - This may pertain to certain departments or all depending on the size of the operation
- Implements Brown Golf strategic reporting
- Focus on delivering a high-quality consistent experience
- Tracks, accepts, and counts inventory
- Focus on presentation of:
 - Cart Fleet
 - Practice Facility
 - Staff
 - Pro Shop
- Can handle and direct tournaments & outings
- Delivers a full-scale sales & marketing plan that includes but is not limited to:
 - Market Evaluations
 - Tee Sheet Management
 - Using active databases to extend reach profile
 - Implements necessary key BGM initiatives
 - Handles all social media platforms
 - Handles all websites
 - Handles all email communication
 - Able to develop and produce high quality marketing pieces
- Handles all responsibilities of membership including:
 - Tracking
 - Sales

- Retention
- Collection
- Responsible for overall Financial Performance
- Responsible for development and implementation of budgets

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee of this job. Duties, responsibilities and activities may change at any time with or without notice.

Degree/Licenses:

Bachelors degree; or three to five years related experience and/or training; or equivalent combination of education and experience.

Physical Demands:

Regularly stands, walks and sits. Occasionally climbs, balances, stoops, kneels. Frequently uses hands to finger feel or handle; reaches with arms. Frequently talks and hears. Occasionally lifts up to 50 pounds.

EMPLOYEE SIGNATURE

DATE