DIRECTOR OF GOLF

PAY GROUP: 26 **EEOC CATEGORY:** Professional

FLSA: Exempt

SUMMARY OF POSITION:

The Director of Golf is responsible for the overall leadership, management, and financial performance of all golf operations at Starcke Park Golf course. This position oversees golf operations, golf shop merchandising, outside services, player development, tournaments and outings, customer service, staffing, budgeting, and revenue generation.

The Director of Golf develops and implements strategies to maximize rounds played, increase revenue, control operating expenses, improve customer satisfaction, and strengthen the facility's competitive position in the local golf market. This role is responsible for making sure Starcke Park Golf course provides a consistent, high-quality golf experience.

The ideal candidate is a hands-on leader with strong business acumen, a customer-focused approach, and a demonstrated ability to manage a profitable, efficient, and service-oriented golf operation.

ORGANIZATIONAL RELATIONSHIPS:

Reports to:	Assistant City Manager
Directs: Golf	Golf Course Superintendent, Pro Shop Manager, Pro Shop Assistants, Course Marshalls. and Part Time Service Personnel.
Other:	Has regular contact with other departmental employees, representatives of other golf courses, and the public. Fosters a good relationship with the Golf Course Advisory Board, the Pan American Golf Association, and any other local golf associations.
Attends:	Various meetings, events (including after-hours), Director's Meetings, and Golf Course Advisory Board Meetings

EXAMPLES OF WORK:

Essential Duties*

1. Overall Golf Operations

- Direct and oversee all daily golf operations, including tee-time management, reservations, check-in, golf carts, practice facilities, starter operations, player services, and pace of play.
- Establish and maintain operating procedures that promote efficiency, consistency, safety, and exceptional customer service.
- Monitor tee-sheet utilization, demand patterns, weather impacts, cancellations, and walk-up play to optimize course capacity and revenue.
- Coordinate with the Golf Course Superintendent to align maintenance activities, course availability, cart restrictions, and playing conditions with customer expectations.
- Ensure golf facilities, carts, equipment, practice areas, and customer-facing spaces are maintained to established standards.
- Review customer feedback, identify operational issues, and implement improvements.
- Maintain compliance with company policies, applicable laws, safety requirements, and golf industry standards.

2. Financial Management and Revenue Growth

- Develop and monitor the annual golf operations budget.
- Provide regular financial and operational reports.
- Develop strategies to increase rounds played, green-fee revenue, cart revenue, range revenue, and other applicable income streams.
- Evaluate pricing structures, tee-time intervals, dynamic pricing opportunities, discounts, promotional offers, and customer segments to improve revenue performance.
- Identify opportunities to improve productivity, reduce unnecessary expenses, and increase operating margins without compromising service quality.
- Analyze financial performance against budget, prior-year results, and established business objectives.
- Develop business plans and recommendations for capital investments, equipment purchases, and operational improvements.

3. Customer Service and Business Development

- Establish a service culture focused on delivering a welcoming, professional, and memorable golf experience.
- Build relationships with all patrons.
- Resolve customer complaints and service issues promptly, professionally, and fairly.
- Collaborate with city public relations personnel to promote the course, special offers, golf events, and seasonal programs through all types of media.

4. Staff Leadership and Human Resources

- Recruit, hire, train, supervise, schedule, and evaluate golf operations employees.
- Lead golf professionals, assistant professionals, golf shop personnel, starters, cart attendants, and other assigned staff.
- Establish clear job expectations, performance standards, and accountability measures in accordance with city standards.
- Prepare staffing plans that align labor resources with tee-sheet demand, events, seasonality, and budget requirements.
- Conduct staff meetings, performance reviews, and ongoing service and safety training.
- Promote teamwork, professionalism, employee engagement, and a positive work environment.
- Ensure timekeeping, scheduling, payroll submissions, and employment practices comply with city policies and applicable requirements.
- Develop future leaders and cross-train employees to support operational continuity.

5. Golf Shop and Retail Merchandising

- Oversee golf shop operations, retail sales, inventory purchasing, merchandising, pricing, and product presentation.
- Monitor sales performance, gross profit margins, inventory turnover, and shrinkage.
- Coordinate club-branded merchandise, special orders, promotional products, and seasonal sales initiatives.
- Ensure accurate point-of-sale transactions, inventory records, and cash-handling procedures.

6. Tournaments, Outings, and Golf Events

- Develop and manage the annual calendar of tournaments, charity events, leagues, and special golf programs.
- Oversee event inquiries, booking agreements, pricing, deposits, contracts, schedules, and customer communications.
- Coordinate tournament logistics, registration, pairings, scoring, rules administration, cart assignments, contests, and awards.
- Establish event budgets and evaluate financial results after completion.
- Ensure events are staffed appropriately and do not negatively affect regular golf operations or customer satisfaction.

7. Player Development and Programming

- Develop and promote golf leagues, clinics, instructional programs, junior golf initiatives, beginner programs, and practice-area activities, as appropriate.
- Coordinate golf instruction and teaching professionals.
- Identify opportunities to attract new golfers and encourage increased participation among existing customers.
- Develop programs that generate incremental revenue, increase facility utilization, and build customer loyalty.
- Monitor participation, program profitability, and customer feedback.

8. Marketing, Sales, and Community Engagement

- Support website content, online booking promotions, email campaigns, social media, and other customer communication channels.
- Build relationships with local businesses, schools, golf associations, tourism organizations, community groups, and the Golf Course Advisory Board
- Monitor competitor pricing, local market trends, customer demand, and emerging revenue opportunities.
- Recommend initiatives that differentiate the facility and strengthen its reputation in the market.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Thorough knowledge of: Golf course operations.

Ability to operate various city vehicles / equipment including but not limited to cars, trucks, golf carts (gas / electric), various pieces of turf maintenance equipment, etc.

Knowledge of: Game of Golf, golf equipment, and supplies.

- Ability to work a flexible schedule, including weekends, holidays, early mornings, evenings, and peak golf seasons.
- Ability to respond to emergency situations
- *Physical ability to:* work outdoors in hot, cold, and inclement weather conditions; lift and maneuver up to 25 lbs.

ACCEPTABLE EXPERIENCE AND TRAINING:

Bachelor's degree with major course work in business, marketing, social entrepreneurship, or other related field, plus at least six years of experience in golf management, at least four years of which involved supervisory and managerial responsibilities;

or any equivalent combination of experience and training which provides the required knowledge, skills, and abilities.

CERTIFICATES AND LICENSES REQUIRED:

PGA Class A Member or ability to acquire within 36 months;

Class C Texas driver's license.

T.A.B.C. Certification (or ability to obtain within 30-days)