

DIRECTOR OF GOLF PROFILE: QUAIL WEST GOLF & COUNTRY CLUB NAPLES, FL

THE DIRECTOR OF GOLF (DOG) OPPORTUNITY AT QUAIL WEST GOLF & COUNTRY CLUB

Quail West Golf & Country Club is a private, gated residential community, with 36-holes, located in the golf mecca of Naples, FL. The Club is in search of a Director of Golf (DOG) that is successfully building and managing a program of similar quality. This is a tremendous opportunity for an individual who is a strong, energetic team leader who is passionate about golf and displays a member-centric focus as well as the demonstrated ability to deliver an exceptional golf experience.

This is a wonderful opportunity for candidates who appreciate the benefits of managing a top-notch golf operation and value the laidback lifestyle synonymous with the West coast of Florida. Naples offers the benefits of a large city, excellent cultural opportunities, top-rated restaurants, pristine beaches all tantamount with the Florida lifestyle.

[Click here to view a brief video about this opportunity.](#)

QUAIL WEST GOLF & COUNTRY CLUB COMMUNITY

Quail West Golf & Country Club was established in 1992 and has a long-term strategic plan in place. The community boasts two golf championship golf courses, both originally designed by Arthur Hills in addition to a full practice facility. The Lakes course, redesigned by Drew Rogers (Arthur Hills protégé), began renovations in April and is scheduled to reopen Fall 2017 along with a renovation/reconstruction of the practice facilities. The Preserve course renovation took place last year and opened for play in Fall 2016.

In addition to spectacular golf, the Club boasts some of the finest overall amenities of any club in the greater Naples market, and is amongst the best in the country. A significant capital plan was approved last year and members are investing over \$32.0M back into the amenities (including the courses). The additional amenities expanded or renovated during this undertaking, include:

- 100,000 sq. ft. Grand Clubhouse
- Expansive Golf Practice facilities
- Fine and Casual Dining Venues (including a new indoor/outdoor oval bar, significant outside patio dining and more)
- World Class Spa & Salon
- Superbly Equipped Fitness Center & Exercise Studio (New 15,000 sq. ft. facility opening June 2017)
- Resort Style Solarium Pool Complex
- Sauna and Steam Rooms
- Grand Ballroom with new outdoor gathering and view decks
- Club Room & Cigar Terrace
- Eight Red Clay Hydro Tennis Courts
- Pickle ball, Basketball, Bocce

QUAIL WEST GOLF & COUNTRY CLUB BY THE NUMBERS:

- At present, there are approximately: 475 Full Members and 200 House Members
- Initiation Fee - Full Member: \$105,000
- Dues – Full Member: \$14,200/year
- 36 holes of Arthur Hills original design and redesigned by Drew Rogers supports nearly 36,000 rounds of golf annually.
- Average member handicap: 22
- Overall operating budget is approximately \$13.0M
- Golf Operational budget for 2017 is approximately \$1.6M.
- Golf Course Maintenance budget for its 36 holes is approximately \$2.9M
- Golf Clubhouse is approximately 75,000 square feet and is currently under renovation with roughly 25,000 square feet of additions including a new golf shop and a full-service fitness facility
- The club has expansive grounds and a broad array of dining and recreational facilities.
- Shop Sales Volume: Hard Goods - \$175,000+, Soft Goods - \$325,000 (owned by the Club)
- Gross Golf Shop Operations Payroll - \$605,000
- Golf Operations maintains 15 FTE
- The Club, organized as the Quail West Foundation, is organized as a 501(c)(7) and is a not for profit Florida corporation

QUAIL WEST GOLF & COUNTRY CLUB WEB SITE: www.quailwest.com

DIRECTOR OF GOLF POSITION OVERVIEW

The DOG must be an exceptional leader and manager who recognizes and respects the contributions of staff on all levels in addition to providing information, recommendations, and leadership to the Golf Committee. The DOG reports directly to the GM/COO and liaises with the Golf Committee Chair. He/she will lead and manage their department to ensure a superb golfing experience and an attractive, well-maintained golf shop and its operational support areas, and is responsible for all day-to-day functions of the golf course and golf shop. The DOG will be tasked and responsible for collaborating with the capital renovation project manager and GM/COO to oversee the end stages of the new golf shop and related golf operations elements.

He or she will directly manage the Golf Operations Department and work closely and collaboratively with the golf course superintendent to assess playing conditions and ensure consistent, quality conditions. The position will promote an exceptional “club member golf experience” and provide consistently creative services and programs for members of all playing abilities and their guests. **The DOG is expected to be a strategic leader of the golf experience at Quail West and therefore a person of intellect, vision, and planning acumen.**

The DOG should foster a culture of continuing education for himself/herself and for the development of future golf professionals. This interest in learning should be focused on staying at the forefront of research and technology which are also necessary for success. The DOG must consistently demonstrate sincere and engaged visibility with members and staff, a genuine love of golf and the relentless pursuit of excellence.

The DOG’s direct reports at present include: the Golf Professionals, Merchandiser/Buyer, Outside Operations Supervisor, Outside Operations Staff, and Locker Room Attendants.

Finally, and perhaps most importantly, the ideal candidate should be at an appropriate point in his/her professional trajectory – accomplished, yet well positioned to learn and grow and reach the pinnacle of his/her career while in the Club’s employ.

Critical success factors and Qualifications for the new DOG include:

- The ideal candidate will be a Director of Golf or Head Golf Professional with a minimum of ten years of progressive experience at clubs known for a high-level golf experience.
- An individual with unimpeachable character and a high “Golf IQ”
- A confident, resourceful, high-energy leader
- A student of the game with a proven ability to produce an exceptional golf experience for players of all levels
- A program builder with demonstrated success in growing the game within his/her sphere of influence
- Excited about being part of a synergistic leadership team
- A natural and intuitive leader who has a verifiable record of an exceptionally high degree of member engagement---in the golf shop, on the range, in the clubhouse and on the course on a consistent basis. This should be rooted out of a true and sincere desire to develop and maintain strong, positive member relationships
- Passionate about driving value and member satisfaction
- Experienced in successfully managing a high-end golf shop merchandising program
- Experienced in consistently providing outstanding member service
- A strong relationship builder with a history of collaboration with their Golf Chair, Course Superintendent, and General Manager
- An individual with strong financial acumen, experienced in budget management and forecasting
- An exemplary steward of resources
- An active listener with excellent communication skills
- A well organized, detail-focused observer
- Acutely aware of the delicate balance that exists in creating an *inclusive* program at an *exclusive* facility
- Ability to create a strong identity for the QWG&CC professional staff and develop an effective plan to attract and retain talent
- Ability to effectively communicate with all staff, not just in the golf operation, recognizing the “one club, one team” philosophy
- Ensuring that all members within the Club look at him or her as “our” DOG; not viewed as being partial or showing favoritism to any one group
- Ensure there is a clear understanding of the data necessary to ensure a good member experience, how/why business decisions are made, and evaluate the use and benefits of current and future technological enhancements to improve delivery of ‘high touch’ member moments

To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed above are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

INITIAL FOCUS

While all typical competencies are important, our need is for a Director of Golf who will immediately focus on and address:

- Evaluate all aspects of the golf experience and create and implement an enhancement plan
- Evaluate direct reports and outside staff and create a development plan, in addition to ensuring that a robust talent acquisition and retention program is created and executed
- Assess effectiveness of merchandising program and make necessary improvements
- Evaluate quality control, purchasing and inventory management systems and make recommendations to GM/COO for improvements
- Work closely with Superintendent on marking and opening newly renovated Lakes Course
- Review and refine (or develop) standard operating procedures
- Review and refine the cart maintenance and facility beautification program
- Review budget for the remainder of the fiscal year

- Assimilate and collaborate quickly with fellow Senior Staff and ensure a consistently high level of communications between both yourself and your team with all other operational departments; again, clearly supportive of a “one club, one team” philosophy that is created by the initial ‘tone’ to be emulated by others
- Create and maintain a regular staff communication program to ensure that all golf operations team members are fully educated, on the same page and empowered to confidently handle delegated situations

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

Preferably, a bachelor’s degree, hold a minimum of a “Class A” card and be a registered member of the PGA. Further, a verifiable commitment to continuing education with the PGA.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The Club, along with the typical senior staff benefits, offers an excellent bonus program and benefit package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter (in that order) using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process.

Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be addressed to the GM/COO Tony D’Errico and the QWG&CC Search Committee, and clearly articulate why you want to be considered for this position at this stage of your career and why QWG&CC and the Naples area will be beneficial to both you and the Club if selected.

Expressions of interest should be submitted no later than June 30th. First interviews are expected to occur in mid-July with final interviews likely in early August. Start date is somewhat flexible, but expectations are that the new DOG will be in place well in advance of the “season” to ensure successful completion of projects and development of the golf calendar for 2017/2018.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

For directions on how to upload your resume and cover letter [visit this page](#).

[Click here](#) to upload your resume and cover letter.

If you have any questions please email Patty Sprankle: patty@kkandw.com

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