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GENERAL MANAGER/COO PROFILE: TWO RIVERS COUNTRY CLUB WILLIAMSBURG, VA

THE GENERAL MANAGER OPPORTUNITY AT TWO RIVERS COUNTRY CLUB

Two Rivers Country Club, a premier golf and waterfront community, located in the Greater Williamsburg, Virginia area is searching for a General Manager/COO to oversee all aspects of Club operations for this family-oriented community in a park-like setting.

Williamsburg is often cited for its' livability and offers it all – excellent elementary and secondary education, as well as the College of William and Mary, modern health care, cultural experiences and mild year-round weather. Of particular note is Colonial Williamsburg, a living-history museum and private foundation presenting part of an historic district in the city. Colonial Williamsburg's 301-acre Historic Area includes buildings from the 18th century (during part of which the city was the capital of Colonial Virginia), as well as 17th-century, 19th-century, and Colonial Revival structures, as well as more recent reconstructions. From Williamsburg you have access to Richmond, Newport News and Norfolk airports. Washington D.C. is two and a half hours north.

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

The Club

Founded in 1991, the 732 single home mandatory membership community is located within the 1400-acres of The Governor's Land at Two Rivers which is at the confluence of the James and Chickahominy Rivers. Members enjoy the ultimate private country club lifestyle full of many things that make life special, including an inviting atmosphere, impeccable service, one of Virginia's finest private golf courses, a protected marina and a full schedule of social events for every member of the family. The community is a mix of retired professionals and young professional families with children at home.

The Club's enticing amenities include: a stately clubhouse with numerous dining and entertaining options; a highly acclaimed Tom Fazio designed golf course; a deep-water, 100-slip marina; 10 tennis courts, 2 swimming pools, a fitness center, a community activities center, playgrounds, beach and walking trails.

The Governor's Land Homeowners Association (HOA) and Two Rivers Country Club were both incorporated in the first few weeks of 1991. Since that beginning, the HOA and the Club have been partners in making Governor's Land a premier residential community. The developer, Governor's Land Associates, turned over ownership and management of the club and community to the membership in 2001. Since then this private club has operated under the General Manager Concept and has had two managers since being member owned, the most recent one for the past 15 years.

Two Rivers Country Club Mission Statement: The Club is a private, member-owned golf, tennis, swimming, boating, dining and social club operated for the recreation, pleasure and benefit of its members and their guests.

Two Rivers Country Club Vision: The Club exists to enhance the daily lives of all its members, regardless of their personal backgrounds or Club membership categories. It does so by providing first-class country club amenities and facilities in a comfortable, family-oriented environment in which our members can enjoy time spent with family members and friends. Its mandate is to be a primary factor in making Governor's Land a superb place to live. In the process the Club helps protect residents' significant personal and financial investments in our community.

TWO RIVERS COUNTRY CLUB BY THE NUMBERS

- At present, there are 861 Members at Two Rivers Country Club, with 276 Golf members and 499 Social members.
- \$15,000 Initiation fee for full members
- \$7,021 annual dues for full golf
- 20,000 rounds of golf played annually
- \$1,200 per year food and beverage minimum
- \$7.33M operating dues volume and \$1.35M of capital fee volume
- \$2.51M annual dues volume
- \$2.54M food and beverage volume
- \$3.4M gross payroll
- 86 Employees (FTE) in-season; approximately 65 (FTE) off-season
- Average age of members is 66
- At present, there are 860 Members at Two Rivers Country Club, with 279 Golf members and 495 Social members.

TWO RIVERS COUNTRY CLUB WEB SITE: www.governorsland.com

GENERAL MANAGER/COO POSITION OVERVIEW

The General Manager (GM/COO) is responsible for supporting and executing the mission and vision of Two Rivers Country Club. This executive has management authority over daily operations of the Club, as well as establishing short- and long-term goals, objectives, plans and policies subject to approval of the Board of Governors (BOG/Board). The GM/COO represents and serves the membership of the Club.

He/she is responsible for the financial and operational stability of the Club. Duties include direction setting, management of staff, and all workforce issues with a focus on maintaining quality services, programs, and facilities.

The GM/COO will provide administrative and financial direction, adhere to operational goals, ethical business practices and be available for managerial counsel on all matters. The GM/COO will work in partnership with the Board and department managers to ensure that the primary goal of high membership satisfaction is achieved. The GM/COO will also maintain an interactive working relationship with the HOA General Manager.

REPORTING RELATIONSHIPS

- Reports to TRCC President; coordinates with the Board of Governors
- Manages Clubhouse Manager, Controller, Harbormaster, Head Golf Professional, Head Tennis Professional, Director of Golf Course Maintenance, Membership Director, Maintenance Manager

KEY RESPONSIBILITIES

- The GM/COO must be the catalyst for examining and forecasting trends in membership demographics and service desires.
- Ensures high standards for food and beverage, sports and recreation, and other club services.
- Creatively identifies strategies for new member acquisition and assimilation, especially as it relates to real estate sales and successful marketing thereof.

- Understands the value of current club-based technologies, including social media applications and their use in today's world of connecting with members.
- Helps identify strategies to provide members with a variety of events to expand member participation.
- Coordinates the development of annual operating and capital budgets. Manages operations and capital projects within budget unless otherwise approved by the Board.
- Analyzes financial statements, manages cash flow, and establishes controls to safeguard funds.
- Oversees the care and maintenance of all physical assets and facilities.
- Implements general policies established by the Board of Governors and directs their administration and execution.
- Plans, develops, and approves specific operational policies and procedures in concert with general policies.
- Provides recommendations to the Board of Governors about construction, maintenance, equipment, and services not provided in approved budgets.
- Keeps the Board President and the Board informed on all material matters.
- Establishes personnel and salary administration policies. Monitors policies relating to personnel actions and training and professional development programs.
- Periodically reviews the organization chart of Two Rivers Country Club, ensuring that labor resources are aligned to best accommodate both members' needs and the financial reasonableness of operations. Conducts an annual succession planning review with the Board.
- Works with department managers to schedule, supervise and direct the work of all club employees.
- Recognizing the seasonal staffing needs of TRCC, ensures an effective program for recruitment, on-boarding, training, and retention of key staff.
- Develops relationships with recruitment resources that can provide a pipeline of capable and effective team members in the future.
- Ensures that the club is operated in accordance with all applicable local, state, and federal laws.
- Coordinates and serves as ex-officio member of appropriate club committees.
- Interacts with the Governor's Land Homeowners Association General Manager and collaborates on matters of material importance for the Governor's Land community.

CANDIDATE QUALIFICATIONS

- A natural leadership style that promotes staff and membership engagement. Personally knows and effectively interacts with the members.
- Ability to act as a partner with the Board and Committees. Builds strong relationships and communication exchanges.
- Strong understanding of upscale and casual dining and other food and beverage experiences featuring appealing menus and exemplary service.
- Proven credentials in quality food and beverage programming, highly regarded golf operations, exceptional member service programming, strategic planning, renovations, and capital project management.
- A motivator and leader who can bring out the best in others by setting clear goals and expectations, holding them accountable for outcomes and by providing consistent feedback and support.
- Someone with a history of innovation, a champion of new ideas and initiatives, who seeks consistent improvement in member experiences and operational efficiencies.
- Engages in critical benchmarking and financial metrics that lead to a proactive response to industry trends.
- Current knowledge in "best practices" of top-performing and high-member-satisfaction clubs and communities around the country.
- Technologically proficient and uses technology to improve service delivery to members, as well as to effectively manage and lead operations.
- The ability to adapt and positively contribute to changing and evolving circumstances.
- Able to consistently deliver high-level member and employee satisfaction.

- Prior management experience in an organization where the governance model provided the GM with full responsibility for operations and the Board with responsibility for strategic policy and financial leadership.
- Stays abreast of industry trends by attending meetings and conferences of the CMAA.

EDUCATION, EXPERIENCE, AND CERTIFICATION QUALIFICATIONS

- A college graduate with a Bachelor’s Degree in Business Administration, Hospitality Management or equivalent, with a preference for at least 10 years of progressive, significant management experience in a similar, private, member-owned premier club. A verifiable record of working closely and successfully with member owned club boards and committees, and for being regarded as a true leader and partner in those situations.
- Preferably, possessing both a Certified Club Manager (CCM), a Certified Chief Executive (CCE) designation or similar professional development achievements.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The Club offers an excellent bonus and benefit package including CMAA membership.

INSTRUCTIONS ON HOW TO APPLY

We request that you upload your resume and cover letter (in that order) to our resume service. ***Please note that you should have your documents fully prepared to be attached when prompted for them.***

Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be addressed to the Two Rivers Country Club Country Club Search Committee and clearly convey why you are interested and your alignment with the position. Additional information will be required from candidates to further assist in the evaluation of alignment and validation of competency for the role.

Your interest in this position should be communicated as soon as possible. Interviews are expected to take place the second week of June.

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 Holly Weiss: holly@kkandw.com

Lead Search Executive:

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