

HEAD GOLF PROFESSIONAL PROFILE: BIG CANOE POA JASPER, GA

THE HEAD GOLF PROFESSIONAL OPPORTUNITY AT BIG CANOE POA

The Head Golf Professional (HGP) position at Big Canoe POA (BCPOA or BC) is an exciting opportunity to join a large scale, resident owned club community with a wide array of amenities and member services looking for a dynamic golf professional who is passionate and energized to provide engaged golf operations leadership to this well organized, progressive community.

The ideal Head Golf Professional is someone with a true and sincere “hospitality gene” and who recognizes the special uniqueness of “community” found at Big Canoe. The confluence of members/residents, staff and guests and the natural environment of Big Canoe has formed a distinctive and captivating setting where genuine care and concern for all parties is clear. This role requires a truly engaged golf operations leader---someone who recognizes that all members deserve equal time, focus and opportunity, and who can effectively “vision” Big Canoe's golf program’s future, and work with key volunteer and staff contributors to ensure consistent execution. Being the strong active “face of golf” at Big Canoe must be part of his/her natural style, and being a true “people person” with outstanding communication skills will make him/her highly successful.

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

BIG CANOE POA VISION AND MISSION STATEMENT

Vision Statement:

“To be the pre-eminent private mountain community in the Southeast recognized for providing an extraordinary, friendly and enriching lifestyle.”

Mission Statement:

“To be responsible stewards of our unique mountain community and to enrich Property Owners’ lives through facilities, programs and events.”

A BRIEF OVERVIEW OF BIG CANOE POA

“It’s like living in a State park!”

“There is something about Big Canoe that is very special and ‘Mountain Magic’”

Located in Northern Georgia, approximately one hour north of Atlanta in the foothills of the Appalachian Mountains, 8,000+ acres of pure beauty surround Big Canoe and has historical roots dating back nearly 4,000 years as is evident in the Paleo Indian burial grounds located in the 50-acre reserve called Indian Village at Big Canoe. Officially opened in the fall of 1972, this award winning private mountain community features 27-holes of Championship Golf, resort-style amenities, and breathtaking views.

BC is registered with Atlanta Audubon Society as an official Wildlife Sanctuary and with nearly 30% of its land preserved as usable green space. It was named **“Best Hiking Community of the Year in 2015”** with 22 miles of genuine hiking trails that lead to waterfalls, Indian trail tree markers, historic moonshine stills and cabins dating back to the early 1800s.

A very active community with approximately 58 social clubs, activities and volunteer organizations, BC is a completely self-sustained community with on-site utilities, six fire stations, a post facility, community amphitheater, chapel, retail center, public works, public safety, and on-site storage for RVs, etc.

While there is a wide array of amenities at Big Canoe, golf is of primary importance with its three unique nine hole routings, all designed by famed course architect Joe Lee. The Choctaw, Cherokee and Creek courses feature striking mountain peaks, rushing streams and lush valleys incorporated into their routings. Play commences at the Clubhouse, which overlooks Lake Sconti, which also served as the backdrop for some lakeside holes.

The Club enjoys a large range and practice areas and greens, and the Clubhouse Golf Shop provides a wide array of merchandise and golf support services. Adjacent to the Clubhouse is the Duffer's Grill, which serves as a morning gathering spot and halfway house concession area.

BIG CANOE POA FACTS

- There are approximately 2,682 homes at present, with an approved eventual build-out of 4,750 homes.
- Approximately 60% of the residents live in the community on a year-round basis
- **There** are 87 miles of roadways within the community, all maintained by the POA
- Overall operating budget of approximately \$16.6M with annual capital expenditures of \$3.0M - \$4.0M
- There are several levels of membership available to residents: Golf, Non-Golf Member Driving Range, Tennis, Pickleball, Fitness, Swim and Fishing. The range in dues from the top family membership starts at \$3,580 annually and goes to \$793.80 for Pickleball only, and so on. Long-term renters are eligible for membership access as well. Big Canoe was named **"Best Amenity Package of the Year in 2012"** for its ala carte approach to memberships.
- There are approximately 32,000 rounds of golf played annually on the three nines
- Overall golf operations generate over \$2.2M in gross revenues annually
- There are seven members on the Board of Directors, six who serve three year staggered terms and one appointed by the Developer.
- Club/Community committees include: Architectural Environmental Control Department, Audit, Clubhouse, Conservation, Dog Park, Election, Finance, Golf, Golf Handicap, Lakes, Streams, and Marina, LRP, Programs and Events, Tennis, and Trails

BIG CANOE POA WEBSITE: www.bigcanoepoa.org

BIG CANOE MEMBER WEBSITE: www.insidethegates.org

BIG CANOE DEVELOPER WEBSITE: www.bigcanoe.com

HEAD GOLF PROFESSIONAL POSITION OVERVIEW

The Head Golf Professional (HGP) must be an exceptional "servant leader" and manager who recognizes and respects the contributions of staff on all levels in addition to providing information, recommendations, and leadership to the GM, Board, and Golf Committee. The HGP reports directly to the GM and liaises with the Golf and Golf Handicap Committees and Chairs. He/she will lead and manage the Golf Operations Department to ensure a superb golfing experience for players and groups, and an attractive, well-maintained golf shop and its operational support areas, and is responsible for all day-to-day functions and activities/programming of the golf course and golf shop.

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 "member and guest golf experience" and provide consistently creative services and programs for members of all playing abilities and their guests. **The HGP is expected to be a strategic leader of the golf experience at Big Canoe and therefore a person who recognizes the importance of his/her leadership and "face" role, and possessive of exceptional personal interactive skills, integrity, strong communication abilities and overall golf acumen.** Additionally, important is to work closely with the new GM and other key senior staff leaders at the club to ensure a highly collaborative and cooperative culture, and one that consistently promotes a strong training and continued developmental approach.

The HGP should foster a culture of continuing education for himself/herself and for the development of future golf professionals and staff, recognizing the need to be a great mentor and trainer of the team, and for setting the necessary "tone at the top" of the Golf Operations Department. The HGP must consistently demonstrate sincere and engaged visibility with members and staff, a genuine love of golf and the relentless pursuit of excellence.

The HGP's direct reports at present include: the Assistant Golf Professionals, Outside Operations Supervisor, Starter, Counter Staff, and Outside Operations Staff.

Critical success factors and Qualifications for the new Head Golf Professional include:

- The ideal candidate will be a Director of Golf or Head Golf Professional with a minimum of five years of progressive experience at clubs known for a quality golf experience.
- An individual with impeccable character and a high "Golf IQ"
- The ability to "listen" to input from several sources; to extract appropriate thoughts, inputs, and ideas and to sincerely engage with each source, even when having to say "no" to a request
- A confident, resourceful, high-energy leader, who recognizes the value of innovative, creative golf programming and the need to "grow the game"
- 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
- 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, while also understanding golf's role in the Big Canoe financial/membership equation
- Experienced in successfully managing a busy golf shop merchandising program
- Experienced in consistently providing outstanding member service, both inside and out of the golf shop, and to have a 'team' who are held accountable and to a similarly high standard
- The ability to lead volunteer member involvement on golf and handicap committees, recognizing their advisory role and promoting their active involvement and support
- A strong relationship builder with a history of collaboration with their Golf Committee, Course Superintendent, and General Manager
- An individual with strong financial acumen, experienced in budget management and forecasting, as well as driving top line revenue growth
- A verifiable record of managing/leading a well-regarded instructional program
- An active listener with excellent communication skills
- A well organized, detail-focused observer of standards of delivery
- Ability to create a strong identity for the Big Canoe 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" HGP; 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 HGP 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 for improvements

- Review and refine, or develop, standard operating procedures
- Review budget for the remainder of the fiscal year
- Assimilate and collaborate quickly with fellow Department Heads 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
- Assist the Membership Director in the promotion of new member leads and provide a supporting role in assisting with prospective members and orientation of new members

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

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

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The community offers an excellent bonus and benefit package including PGA membership and attendance at the annual PGA Show.

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, clearly articulating your “fit” with the profile and the above noted expectations and requirements is necessary.

Your letter should be addressed to Big Canoe POA Head Golf Professional Search Committee, and clearly articulate why you want to be considered for this position at this stage of your career and why BCPOA and North Georgia will likely be a “fit” to you, your family and the community if selected.

Expressions of interest in this manner should be conveyed to our Firm no later than Wednesday, February 28th. Interviews occur in March with the successful candidate likely in place in Spring 2018 at the start of the season.

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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