

## **ASSISTANT GENERAL MANAGER PROFILE: THE COUNTRY CLUB OF BIRMINGHAM BIRMINGHAM, AL**

### **THE ASSISTANT GENERAL MANAGER OPPORTUNITY AT THE COUNTRY CLUB OF BIRMINGHAM**

The Assistant General Manager (AGM) role at the Country Club of Birmingham (CCB) is a tremendous opportunity to join one of the elite clubs in America and become part of an especially high-performing and innovative team of professionals. With high membership satisfaction, CCB enjoys a lengthy wait list for membership and is looking for a dynamic, proactive, professional, highly 'front facing' and interactive leader who will inspire the team to continue to elevate both member and staff experiences for this multi-generational, totally family-centric Club celebrating its 125<sup>th</sup> year of existence.

Working with a highly regarded GM/COO and a group of long-tenured senior staff, the successful new AGM will be fully exposed to and lead a busy, fully-amenitized operation and will have the opportunity to hone his/her skills in preparation for taking on a top role of his/her own in the future. Think of the Alabama football coaching staff and its development of future leaders who then become head coaches one day!

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

### **THE COUNTRY CLUB OF BIRMINGHAM AND AREA**

The Country Club of Birmingham was founded on October 1, 1898, in North Birmingham as an exclusive driving club "with means and facilities for various forms of innocent indoor and outdoor sports, amusements, exercise, and recreation." In 1904, the Country Club moved to the Lakeview resort area at the end of Highland Avenue. In 1926, it moved onto farmland in Shades Valley, where 36 holes of golf, designed by the famous architect Donald Ross, and a swimming pool were built. The original English Tudor-style Clubhouse, designed by Warren, Knight, & Davis, was completed in 1927. A major part of the history of the Country Club of Birmingham centers around golf. The West Course, a result of the blended talents of three World Golf Hall of Fame architects, Donald Ross, Robert Trent Jones, Sr., and Pete Dye, provides historic, inspiring holes. It has hosted many state, regional, and national events. The East Course, designed by the legendary Donald Ross, has remained true to its roots. CCB undertook a significant update of the East Course led by John LaFoy, architect, of Greenville, South Carolina. Plans included an entirely new irrigation system, a massive lake off the 11th Tee, an expanded and enhanced Practice area, and a digital, state-of-the-art Teaching Facility. Greens were reinvigorated with deep aerification, and bunkers were completely rebuilt improving playability and saving on maintenance time and costs. Additions to the West Lounge resulted in additional dining spaces, including Twenty Twelve and terrace seating.

The Club has continued to grow and has established aquatic, fitness, family, and racquet facilities while maintaining a focus on unparalleled dining and recreational experiences for all. CCB is pleased to offer personal and virtual training to provide guidance to the members in all aspects of health and wellness. These areas include but are not limited to cardiovascular, strength, weight loss, weight gain, flexibility, and sport-specific training. All facilities are state of the art, and CCB has invested significant capital into renovations, most recently including a redesign of the aquatics complex and fitness center as well as a newly constructed stadium tennis court and pickleball courts.

The Country Club of Birmingham offers a variety of different dining options, from relaxed settings to a more formal dining experience. The main clubhouse at The West Lounge offers a formal dining setting in the Grand Dining room. While the Twenty Twelve and Veranda provide our members and guests with a casual environment to enjoy impeccable food offerings. The East Room is the grand ballroom with amazing views of the golf course, while the Private Dining Room located in the West Lounge area is perfect for a formal dinner or small gathering.

Most recently, the Club added an expanded Terrace for outdoor scenic dining as well as Milner's, the popular casual family dining experience.

The Mountain Brook community in which CCB is located, as well as the greater Birmingham area, is a highly desirable community in which to live, noted for its top schools, great climate, and lots of recreational, entertainment, and intellectual opportunities.

#### **THE COUNTRY CLUB OF BIRMINGHAM BY THE NUMBERS:**

- Approximately 1,600 memberships
- Initiation fee: \$75,000
- Annual dues for Full Membership - \$9,048
- Approximately 42,000 rounds of golf annually
- Gross Revenues of approximately \$23.0 Million
- Annual Dues Revenue of approximately \$11.0 Million
- F&B Volume – approximately \$7.0 Million
- Gross Payroll – approximately \$12.5 Million
- Employees: Full-time Annual – 151, Seasonal - 264
- The average age of membership – 58
- There are a total of 17 Board Members
- There are 12 standing committees
- The Club uses JONAS for POS and club accounting systems

**THE COUNTRY CLUB OF BIRMINGHAM WEB SITE:** [www.ccbham.org](http://www.ccbham.org)

#### **ASSISTANT GENERAL MANAGER POSITION OVERVIEW**

The Assistant General Manager (AGM) at The Country Club of Birmingham (CCB) has full responsibility for all operational and functional areas of the clubhouse, effectively managing all resources, both operating and capital budgets, and reporting to the GM/COO. He/She is expected to be a representative of modern and innovative management, with the best service and member experience practices, and always composed while promoting an exceedingly positive, engaging, responsive, and highly competent service culture in all operations.

The AGM must be an active and enthusiastic collaborator, working very closely with the GM/COO, who is actively involved with the team and its development. The successful new AGM at CCB must possess especially strong skills in “mentoring” and “holding accountable” direct reports and a group of meaningfully engaged and well-regarded employees who are looking for that type of leadership as well. Being especially adept at building relationships with the entire team and members alike is a critical success factor, as is understanding and exemplifying “Southern hospitality and graciousness.” Additionally important is having an “authentic, genuine style” as well as being naturally “competitive” in the sense that one is not satisfied that there isn't a better way of doing things and having a fun and positively competitive style with the team.

Direct reports of the AGM are the Executive Chef, Food & Beverage Director, Director of Special Events, Director of Facility Maintenance, Director of Aquatics, Director of Family Services, Front Desk, and Director of Custodial Operations. Active leadership with the House, Youth Activities, and Wellness Committees in addition to others as directed by the GM/COO, as well as indirect responsibility for Finance and participation in Board meetings, as is leading other functional areas and leaders in the absence of the GM/COO.

Key attributes, characteristics, and style of the successful new leader include:

- The AGM must be a “hands-on” interactive leader who directly monitors the operation and mentors the staff throughout each day; someone who recognizes and embodies the intimate details necessary for consistency and high levels of satisfaction in all operations and amenities. A honed ability to set clearly defined goals and objectives and hold people accountable for results in a performance management system without being viewed as a micromanager while doing so.

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- The AGM must possess a personality that is genuine, diplomatic, likable, positive, and upbeat and one that projects attractive qualities that puts people at ease. Honesty, humility, straightforwardness, integrity, accountability, leadership, and dedication. The AGM should be able to inspire and motivate others and earn the respect of the members and employees as well as the community (both internal and external) at large.
- The AGM will be generous with their time for others, sharing their experience, and knowledge of the club and hospitality profession. Being a thoughtful and active listener as part of a very well-developed communication skill is critical. Verbal as well as strong writing communication skills are necessary.
- The AGM must be a true leader who can collaborate closely with other leaders in a team concept, supporting and learning from each other, and who actively supports and appreciates a similar style and involvement from the GM/COO to the mutually desired outcome of the consistent, high-level success of CCB.
- The AGM should be confident yet humble and an astute listener with a bias for action. He or she must also have the ability to engage in a meaningful fashion with both the members and the employees to execute day-to-day operations and ensure the long-term strategy is attained and is actively involved in creating it.
- The AGM should have a strong F&B, events, and other club experience to be the master ‘coordinator’ of such activities, as well as experience or a strong desire to expand into all other areas of clubhouse operations and recreational activities found at the Club.
- Being creative, innovative, and mission-oriented; anticipating how the Club continues to evolve is important, as is being actively ‘networked’ in the industry to the point of being at the forefront of trends in clubs and economic cycles. Additionally helpful is having had experience with project conceptual development and execution.

#### **KEY PRIORITIES FOR SUCCESSFUL TRANSITIONING**

The following priorities have been identified as recommended primary focus:

- Be “present” and positively approachable where needed to develop strong member and staff trust and confidence; approachability, follow-up, and candid, respectful interactions are key. Being engaged and part of every operating department is critical.
- Develop Senior Staff relationships, working to create a strong bond and communication exchange of diplomatic openness and active support.
- Immerse yourself in the Club’s financial and business plans to fully understand the Club’s history and model for success.
- Work closely with the F&B team to ensure that an appropriate foundation of success is in place in this department, both in the culinary and service execution sides of the operation. F&B operations are of great importance to the membership, and meeting members’ expectations in this area is a critical success factor, and this area is performing well at present.

#### **CANDIDATE QUALIFICATIONS**

- Ideally, a minimum of six years of progressive leadership experience in (*strongly preferred*) a private member-owned country club, with significant, multi-dimensional operations.
- Having an unblemished and positive career tracking for this top-performing club AGM role is essential.

#### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A bachelor’s degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM are encouraged but not required.

#### **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

#### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package, including association membership.

## **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. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

**Prepare a thoughtful cover letter addressed to Jeffrey Orkus, GM/COO, and The Country Club of Birmingham Search Committee,** and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why CCB and the Birmingham, Alabama area will be beneficial to you, your family, your career, and the Club if selected.

**You must apply for this role as soon as possible but no later than Tuesday, September 10<sup>th</sup>. Candidate selections will occur in late September, with the first Interviews expected mid-month and the second interviews a short time later. The new candidate should assume his/her role as soon as appropriate following the final selection.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – CC Birmingham”

(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.

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

If you have any questions, please email Patty Sprankle: [patty@kkandw.com](mailto:patty@kkandw.com)

### **Lead Search Executive:**

Kurt D. Kuebler, CCM, CMAA Fellow

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