

# KOPPLIN KUEBLER & WALLACE

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## **DIRECTOR OF CULINARY OCEAN REEF CLUB KEY LARGO, FL**

### **DIRECTOR OF CULINARY AT OCEAN REEF CLUB**

The Director of Culinary role at Ocean Reef Club (ORC) is an opportunity to join arguably the top residential club community in the Florida Keys! The club is amidst numerous improvement projects that will further cement its position as the top club community in the nation. The new Director of Culinary will be responsible for the Ocean Reef Club brand reputation of culinary, leading the culinary team through all service delivery for the culinary excellence of the entire F&B operations. This is a career-defining position for those who have established themselves as key industry leaders.

Ocean Reef Club is a member-owned community; the Culinary Director will be responsible for ensuring quality and consistency in Member dining while providing many varied options.

This is an incredible opportunity for the top club community in a highly desirable region of the country and will command the top culinarians in the industry.

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

### **ABOUT OCEAN REEF CLUB & COMMUNITY**

Ocean Reef Club, located in Key Largo, is more than a private club—it is a close-knit community where tradition, privacy, and a profound sense of belonging are at the heart of the Member experience. Generations of families have come together at Ocean Reef to enjoy unparalleled amenities, breathtaking natural beauty, and a lifestyle that fosters meaningful connections.

The Club's world-class Marina is a centerpiece, offering 175 slips with floating docks, an extensive range of dockmaster services, and private fleets of charter boats. Renowned for its legendary fishing opportunities—whether flats, reef, or deep sea—and scuba diving and snorkeling off North America's only living coral reef, the Marina has long been a gathering place for yachtsmen and sports fishermen alike.

Ocean Reef Club also offers a vast array of recreation and relaxation opportunities. Members can unwind at the saltwater swimming lagoon, sandy beach recreational area, or Nature Center while enjoying diverse shopping and dining options. For sports enthusiasts, the Club features tennis, croquet, and pickleball courts, along with a state-of-the-art fitness center, spa, and salon.

Golf traditions at Ocean Reef date back to 1955, and today, the Club proudly features two 18-hole championship courses—a rarity in the Florida Keys. Members can participate in various golf events, hone their skills at the Academy of Golf, or practice short games.

As a residential club, Ocean Reef is truly unique. It is a safe, exclusive, and private haven where family, nature, and tradition are woven into the community's fabric. Families who once visited as children now return to share the wonder of Ocean Reef with their own children and grandchildren, creating cherished memories that endure across generations.

## **OCEAN REEF CLUB BY THE NUMBERS**

- Approximately 6,116 members at present in three unique categories Equity (1736), Social (2350), and Legacy (2030)
- Approximately 450 members reside year-round
- Food and Beverage Revenue – 43 million
- Annual Food Revenue – 27.9 million
- 68% restaurant - 32% catering revenue
- Number of Kitchens – 12
- ORC uses Agilysys software for operations
- Total number of Club Associates – 1,217

**OCEAN REEF CLUB WEBSITE:** [www.oceanreef.com](http://www.oceanreef.com)

## **OCEAN REEF CLUB FOOD & BEVERAGE PROGRAM:**

Fourteen individual restaurant/FB concepts in four different communities. Displaying various culinary offerings for the complex membership needs and wants. These concepts range from fast casual, specialty-themed cuisines, and fine dining. Each is specific to a region or theme of the restaurant collection. Each outlet has a specific customer profile, and the culinary offering must tailor the mission statement of the Food and Beverage vision. High quality in each aspect is required by expected.

The Food and Beverage campus is spread throughout the club footprint, and secure that all if not most experiences feel uniquely different and speak to the theme of the club location. With various gateway city examples, Miami created a level of culinary suffocation for each service and product delivery.

The club caters to both members and outside groups in their catering programs. Hosting world conferences and emerging businesses during the calendar year. This allows the culinary product to stay competitive and secure and contemporary approach to hospitality.

We will provide a complete presentation with a specific breakdown of concepts, themes, and services.

## **DIRECTOR OF CULINARY - POSITION OVERVIEW**

The Director of Culinary at Ocean Reef Club is responsible for the total culinary vision and mission of the ORC in alignment with the Vice President of Food and Beverage. This position is a balance between strategic administration and a keen presence of product execution. A successful candidate will need to secure the ability to prioritize all club services and development with the resources of their entire culinary division.

The DOC is the face of culinary operations and needs to be comfortable conversing and interacting in both the kitchen and dining rooms as he or she interfaces with multiple and diverse constituencies (members, staff, vendors, etc.) throughout the day. The DOC is visible and approachable, as a strategic and operational partner with the managers and staff of Ocean Reef Club to develop information sharing, good communication, superior internal and external customer relationships, and high-performance teamwork to achieve club objectives.

The DOC leads, manages, motivates, and directs the entire culinary team in the mission statement and objectives of the organization. The size and scope of the ORC requires that a successful DOC candidate understand all stakeholders in the operation and prioritize their needs in alignment with the operating model in this role engaging with FOH and kitchens, the DOC will be expected to host informative meetings, participate in Club leadership sessions, and organize product educational sessions for the entire club.

The DOC will be involved in club, community, and industry alike. They will be the face of culinary excellence and assume the responsibility to continue the culinary culture that is expected from this iconic club. A key part of this culture is the mentorship of all food and beverage staff.

While developing succession planning at every level of the kitchen and front-of-the-house professionals. Partnership with educational schools, both locally and nationally, is expected in this role.

The DOC must have a clear understanding of the business model and financial literacy of the club industry. He or she is adept at creating and managing a budget, menu engineering, and other measurement systems, as well as purchasing specifications. This role is more than just the Cost of Sales or labor, it requires a culinary strategy for revenue growth, and productive systems within culinary and food and beverage.

#### **INITIAL PRIORITIES OF THE DIRECTOR OF CULINARY**

- Learn and understand the culture of the ORC, engaging with all staff who are customers of the culinary department.
- From the culture involvement, evaluate and set appropriate and necessary standards of operation, execution, and delivery within the culinary operation, taking ownership of the entire experience from production to final delivery of product, while working closely and positively with the FOH management team.
- The professional desire to engage with members and understand their requirements and the value proposition of membership. Through a positive professional relationship and execution of their needs, manage their trust.
- Respect the current culinary staff while clearly communicating your professional vision measurements for a positive team-centric atmosphere. Leading by example, with style and grace is expected in this leadership role.
- Product menu innovation with meaning, purpose, and data assessment for Ocean Reef Club members and guests will be imperative. Clear communication, data support, and feedback are required for the complexity of this club's offering.
- A successful candidate must be the food authority on property, from previous experience and wisdom gained. He or she must be able to know industry trends, fads, and applications to the member profile of this region and demographics.

#### **CANDIDATE PROFESSIONAL EXPOSURE AND QUALIFICATIONS**

- Has a minimum of 15 years prior in advanced culinary management experience at clubs, luxury resorts, hotels, or similar large-scope culinary operations in the luxury market.
- It is highly appreciated if the ideal candidate has been involved in an opening team, major renovations, and/or concept scheduling and execution in previous jobs.
- A plus is to have experience with a large footprint of services in multi-unit outlets in either private club or hotel businesses.
- Has exceptionally strong culinary credentials, and most importantly, the ability to consistently define and measure food quality systems or resources
- Is an effective and passionate leader and culinary professional with a proven track record of providing high-level services with a personality that is commensurately appropriate to Ocean Reef Club.
- Strong experience in communication, both written and verbal. Has held positions where strategic documents, concept statements, or goal measures were required.
- Has been required to create budgets with operating and capital enhancements. Experience with finance reporting and measurements for accountability of the department and execution.
- Is a confident, proactive team builder and a recruiter who has a history of attracting, developing, and retaining high-performing staff and working with a Human Resources team to maintain a positive culture.
- Has strong communication administrative and organizational skills, with the ability to meet tight deadlines and manage multiple food outlets.
- Experience with internships, externships, or educational student programs. An ideal candidate should be the desired educational kitchen leader in the area.
- Has a solid understanding of computer skills including but not limited to Microsoft Outlook, Word, and Excel.

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

- Has a Culinary Arts degree from an accredited school and/or is an apprentice program graduate.

- A plus to have assumed advanced culinary or leadership certification such as CEC, CMC, WSET, MBA, or seminars/course work.
- A plus to currently or previously have held positions on Educational or Association Boards or held industry association (President, VP, Secretary, etc.)
- Must be certified in food safety.

#### **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, along with the typical senior staff benefits, offers an excellent bonus and benefits 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. 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 the **Ocean Reef Club, Vice President of Food and Beverage, Mr. Erwin Pals**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Ocean Reef and the Key Largo area will benefit you, your family, your career, and the Club if selected.

**You must apply for this role as soon as possible but no later than 1st, February 2025. Candidate selections will occur early February with the first Interviews expected in the middle of February 2025 and the second interviews a short time later. The new candidate should assume his/her role in early April 2025.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Ocean Reef Club”

(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 Bethany Taylor: [bethany@kkandw.com](mailto:bethany@kkandw.com)

#### **LEAD SEARCH EXECUTIVES**

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