

# KOPPLIN KUEBLER & WALLACE

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## **DIRECTOR OF GOLF PROFILE: ISLAND COUNTRY CLUB MARCO ISLAND, FL**

### **DIRECTOR OF GOLF AT ISLAND COUNTRY CLUB**

Island Country Club is seeking a Director of Golf (DOG) who demonstrates impeccable leadership skills and will direct the golf operation at this storied club where the great Gene Sarazen was once the resident professional. This PGA/LPGA professional will promote team member growth and engagement, and consistently deliver an exceptional Member experience that exceeds member expectations daily. The Director of Golf will be an extremely well-rounded, high-energy individual who creates a welcoming environment for all members, guests, and staff and is seen as someone with the "Gravitas" to be respected as a leader on day one. They will be recognized as someone who embraces the latest technology and advances in the club industry today to elevate the entire golf program of Island Country Club. They will be recognized for their track record and ability to create an exceptional "golf experience" year-round and provide the overall direction for staff to deliver premium member service, golf tournaments and club events, merchandising, teaching, and coaching programs for all who come to Island Country Club. Additionally, the Director of Golf will be an individual known for developing and mentoring future leaders in the golf industry.

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

### **ABOUT ISLAND COUNTRY CLUB**

Island Country Club opened its doors in 1966 as part of the Mackle Brothers' investment in the West Coast of Florida. In 1986 the Club was purchased by a group of members and became Marco Island's only private country club. The Club boasts a great history having had two highly recognizable club professionals, "Champagne" Tony Lema and Gene "The Squire" Sarazen.

Island Country Club is proud to offer a premium golf experience at the only 18-hole golf course on Marco Island. A challenging, yet fair test for any golfer, players enjoy beautifully sculpted and very generous fairways leading to spacious greens surrounded by "Florida White" bunkers. To celebrate Island Country Club's 50th Anniversary, an extensive golf course renovation was completed in December 2017, under the watchful eye of architect Kipp Schulties. All the holes have been updated and enhanced with more than seventy-five bunkers and unique water features.

The centerpiece of the Club is a newly renovated \$16M, 50,000-square-foot clubhouse that houses three superb dining rooms and has had the distinct honor of being known as "...the best place to eat on the Island!"

In addition to the Club's golf facilities, members enjoy a standalone, state-of-the-art Wellness Center which includes a fitness studio and provides massage and aesthetician services. The Club's Tennis Center has a Pro Shop and 5 Har-Tru clay tennis courts.

### **ISLAND COUNTRY CLUB BY THE NUMBERS:**

- Approximately 684 members
- Initiation Fees: \$175,000
- Annual Dues: \$18,590 | Capital Due: \$2,600
- 18 holes
- 30,000 rounds of golf annually

- Total Merchandise Sales - \$580k
- Instruction Volume - \$55k
- The Club is organized as a 501(c)(7) and is a not-for-profit corporation.
- The Club uses Jonas for POS and Accounting
- Golf Operations Employees: Golf Shop – 7 Outside staff – 10 Locker Room – 4
- 9 Board Members – 3 years term
- Average age of membership: 72

**ISLAND COUNTRY CLUB WEBSITE:** [www.island-countryclub.org](http://www.island-countryclub.org)

### **DIRECTOR OF GOLF POSITION OVERVIEW**

The DOG at Island Country Club is truly the “golf ambassador” and golf expert of the Club and is responsible for planning, organizing, and directing a comprehensive golf program and being actively involved with all demographics and constituency groups within the Club. This includes tournament operations, golf instruction, inventory control, golf handicapping, member, and guest relations. He/She directly supervises all inside and outside Professional Staff, and hires, trains, and supervises all Professional Staff to ensure that a high level of service is consistently received by the membership of Island Country Club. Special emphasis is placed on member and guest relations and the ability to build relationships and interact with members on a daily basis. The DOG will have an important role in ensuring the proper tee sheet accessibility balance is achieved with all golf groups, regular member play, and club-run golf events.

The DOG must be capable of both leading and delivering a staff that is highly accountable for achieving and maintaining high standards. He or she will directly manage all areas of the golf operation and work closely with the Golf Course Superintendent and other department heads while reporting to the GM/COO. The position will promote an exceptional golf experience that is seen as what the club industry recognizes as best of class in the private club world today, all the while as they provide creative services and programs for all members and guests. The DOG will have total management responsibility of the locker rooms and set the environment wherein the club will be known for what is recognized nationally as the highest of standards to complement the golf experience.

The DOG is expected to be a strategic leader of the golf experience at Island Country and therefore a person of passion, knowledge, vision, planning, and business acumen, as well as personally setting the standard for behavior, assertive hospitality, and performance. Their own passion for the game will be infectious to everyone they encounter.

### **INITIAL PRIORITIES OF THE NEW DIRECTOR OF GOLF**

- Secure high levels of membership satisfaction with a positive, respectful, inclusive, interactive, and highly visible presence.
- Develop and build a golf operations team with a strong focus on mentorship and growth of the individual team members.
- Develop standard operating procedures and policies.
- Create an environment where communication is exceptional and job one.
- Ensure the Club maintains an active Coaching and Teaching program to provide extended value to the golf membership through various offerings. This is of particular importance.
- Develop a close working relationship with the Golf Course Superintendent, focusing on the member-guest experiences, playing conditions, pin locations, pace of play, rules and hazards issues, and partnering on tournaments to ensure course setup and playability, including communicating expectations are properly planned for.
- Fully engage with the Club’s Management Software system to analyze sales trends, golf rounds, and member demographic utilization of golf operations. The software includes ForeTees, Golf Genius, and Cap Patrol.
- Full ownership of all golf events including marketing, tee prizes, billing, and partnering with food and beverage leadership to ensure successful execution.

- Reviewing the history of multiple golf groups on the tee sheet and working with the Golf Committee, Board, and GM/COO to ensure balance and accessibility of all members to the course. He/She will have an active role on the Golf Committee.
- Assure us all standard operating procedures for all sales including merchandise and cost controls are in place and consistently followed.
- Operate within an annual approved budget and communicate to management when variances occur.
- Full responsibility for the Golf Shop inventory and success of the merchandising program to elevate the member experience.
- Work closely with the Director of Finance to ensure financial procedures are maintained in accordance with the established guidelines of the Director of Finance and GM.
- Recruit, conduct interviews, hire, train, and retain needed staff.

#### **KEY CHARACTERISTICS**

- A naturally highly visible and interactive individual committed to engaging members at every opportunity to develop high levels of member satisfaction
- A strong accomplished PGA professional with a proven track record of providing premier services in a dynamic exclusive membership environment
- A minimum of 5-7 years of verifiable, progressive leadership and golf management experience.
- A proven track record in player and program development working with all levels of playing abilities and diverse skill levels to grow the game
- A strong team leader focused on two-way communication with all team members
- A team builder who has a history of attracting, developing, motivating, and retaining a high-performance team of professionals to propel the operation forward

#### **CANDIDATE QUALIFICATIONS**

- A verifiable record of working closely and successfully in a private club, with an active Board and committees, while providing visionary leadership and partnership with the General Manager/COO
- Exceptionally strong communication skills with members and staff, creating an open exchange environment to move the golf operations forward in a consistently positive, passionate manner
- A verifiably unblemished career track that demonstrates a record of tenure and commitment to previous employers, where career moves were for enhancement of skills and experiences as opposed to unplanned career changes
- Knowledgeable in best practices in top-performing and high member satisfaction operations across the country
- A high level of golf playing ability or playing enjoyment, but someone who recognizes that his/her first priority is to the members' golf experience
- Strong golf community network
- Verifiable ability to attract, hire, develop, and lead a high-performing team of professionals while setting and maintaining the highest integrity and values

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

- Preferred Bachelor's Degree in Business Administration or Golf Management but not required
- A PGA Class "A" Certification status is 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 PGA 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 Island Country Club search committee/attention Nicholas von Hofen, COO** and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career and why ICC and the Marco Island 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 Wednesday, September 18, 2024. Candidate selections will occur late September with first interviews expected in October 2024 and second interviews a short time later. The new candidate should assume his/her role in early to mid-November 2024.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter, Island CC”

(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 Executive:**

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