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DIRECTOR OF WELLNESS PROFILE: GREY OAKS COUNTRY CLUB NAPLES, FL

DIRECTOR OF WELLNESS OPPORTUNITY AT GREY OAKS COUNTRY CLUB

Grey Oaks Country Club seeks a dynamic Director of Wellness to lead their fitness and wellness center. The ideal candidate is passionate about promoting health and fitness, ensuring members receive exceptional service while achieving their wellness goals safely. Reporting to the General Manager, this role is instrumental in shaping the club's culture of wellness. A capital project scheduled for July will incorporate new flooring and equipment in the Fitness and Pilates areas.

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

GREY OAKS COUNTRY CLUB

Grey Oaks is the ultimate destination for active, resort-style living in Southwest Florida, offering unparalleled luxury and a vibrant social scene. This gated, exclusive country club boasts three championship golf courses, a state-of-the-art Wellness Center, exceptional dining venues, and a wealth of recreational activities including tennis, pickleball, bocce, and a resort-style pool. Located in Naples, Grey Oaks is more than just amenities; it's a community built on warmth, friendship, and adventure.

The heart of Grey Oaks lies in its award-winning golf courses, offering 54 holes of captivating and finely engineered designs that challenge and enchant golf enthusiasts. A state-of-the-art Golf Performance Center features InRange technology as well as Trackman and V1. The Sports Center is a favorite hub for members, offering a range of activities from Aquatic programs to Pickleball and Tennis. The 30,000-square-foot Wellness Center is designed to meet each member's health needs with personalized fitness programs led by experienced trainers.

Beyond sports and wellness, Grey Oaks hosts over 1,000 annual activities, including curated events, culinary experiences, and social gatherings, ensuring there's something for everyone. Whether you're a golfer, foodie, fitness enthusiast, or simply seeking connection, Grey Oaks promises a lifestyle filled with excitement, fun, and unforgettable memories. It's not just a place to live; it's a community that feels like home, where every day is an opportunity to celebrate success and Live Your Best Life.

GREY OAKS COUNTRY CLUB BY THE NUMBERS

- At present, there are approximately 1260 memberships
- Club's gross revenue: \$45M
- Initiation Fee: Full; \$250K- Sport; \$100K
- Annual Dues: Golf; \$23,285 plus capital dues of \$5, 261
- Annual Dues: Sport; \$12, 550 plus capital dues of \$1,624
- Number of visits to Fitness Annually: 29,000
- Number of Spa Rooms: 4
- Group Fitness Rooms; 3 plus a Pilates reformer studio
- Number of Classes Offered per week – 60 in season.
- POS and Club Accounting System: North Star

www.kkandw.com

- Status - For-Profit
- Gross Volume in Fitness (2023) \$1,835M
- Gross Volume in Spa (2023) \$550K
- Number of Wellness Advisory Committee members: 7 (Advisory Committee meets 4 times per year)
- Term of Committee Members: 2 years
- Average age: 69
- FTE: Club- 184; Fitness – 3; Spa – 2; personal trainers – 33; outsourced – 32
- PTE: Club- 140; Fitness – 3; Spa – 10
- Estimated on-floor training hours per week: Up to 5

GREY OAKS COUNTRY CLUB WEBSITE: www.greyoaksc.com

DIRECTOR OF WELLNESS – POSITION OVERVIEW

The Director of Wellness reports directly to the General Manager and has responsibility for all day-to-day operations of the fitness, spa, and overall wellness. The Director of Wellness will be an exceptional communicator and manage their department to ensure a superb member experience.

Continuing education and staying at the forefront of research and technology are necessary for success for his/herself and the staff. In addition, the Director Of Wellness will provide innovative and relevant leadership in perpetuating and fostering an educational culture of developing and producing future leaders in the department. The Director Of Wellness must have a natural style of “sincere engagement” with members and staff with a genuine love of Social Wellness.

KEY FUNCTIONS AND RESPONSIBILITIES

- Ensures that the Club offers dynamic, state-of-the-art personal training, spa, and wellness programs that attracts a high level of member participation.
- Recommends and implements an effective fitness organizational structure and leads, trains, oversees, counsels, and monitors trainers’ performance to ensure an exceptional level of service is consistently provided to new and existing clients.
- Monitors, coaches, and trains trainers on their interactions with members that result in reoccurring training sessions.
- Will understand the membership and their needs hence fostering an extraordinary member experience.
- Develops and conducts orientation for new fitness trainers and wellness staff that includes equipment education, facilities, operations, and other fitness procedures and protocols.
- Develops and conducts orientation for new members to include equipment education, facilities, operations, and other fitness procedures and protocols as well as assessments.
- Develops training procedures and guidelines and educates trainers/wellness team on methods such as emergencies, reporting incidents/accidents, and improving general business practices.
- Develops, recommends, and implements a club-specific educational program consisting of the Club’s fitness philosophies and practices.
- Researches, evaluates, recommends, and implements ideas on ways to improve processes, to better serve members with our equipment, and/or improve productivity in other areas with personal trainers and spa therapists .
- Works with Marketing in creating and implementing a strategy that promotes and results in increased participation in fitness, personal training, group fitness and wellness. Implements and monitors marketing initiatives, including weekly announcements, written communications, social media, and other promotional materials.
- Develops the annual business and financial targets for fitness and wellness monitoring actual financial performance of key revenue and expense areas to the business plan and financial plan targets and recommends and implements corrective measures as needed.

- Assists in the recruitment, selection, and development of the club's fitness and wellness staff and ensures cohesive team support in achieving the departments and club's goals.
- Provides the wellness team with monthly updates on the Wellness Department budget and operations.
- Ensures the fitness and exercise equipment areas are pristine and fully operational by ensuring routine cleaning and inspection of equipment and initiates repairs and maintenance as required/needed.
- Receives member feedback, assesses/researches, and responds in a timely manner.
- Adheres to and enforces workplace safety policies and guidelines
- Maintains inventory of supplies, equipment and retail merchandise
- Develop and execute HR policies and procedures in support of the Club's mission, specifically in the areas of recruiting, training and development, performance evaluation, and compensation.
- Responsible for establishing timely evaluation of fitness staff and consistent development
- Develops, recommends, and implements all personal training programs and special events for members.
- Promotes, adheres to, and enforces the Club's standard operating procedures and promotes and adheres to the Code of Professional Ethics as set by recognized fitness associations.
- Assesses the need for additional trainers based on demand, recommends additional staffing needs and assists in the hiring of additional trainers.
- Stays informed on current industry trends in fitness, and research, and recommends and implements opportunities to expand personal training, programs, and offerings.
- Oversees and maintains the online personal training scheduling on the Club's member website, and follows up with IT or communications for any corrective action.
- Acts as Club representative for fitness, wellness and personal training in the community, at events and activities.
- Ability to build strong and supportive relationships with a wide variety of stakeholders.

The next Director of Wellness must demonstrate the following personal attributes:

- Enjoys being visible and engaging with members and staff
- Is a true visionary leader
- Have keen problem-solving skills
- Have a strong operational management record
- Has mentorship DNA
- Superior Communication skills
- Have the entrepreneurial spirit to create new programs and respect what currently works for their membership
- Be member-focused, dedicated, and delighted to meet the expectations and requirements of the members and their guests
- Possess high energy and genuine desire to interact actively with the membership on a professional and hospitable level
- Have strong time management abilities, concentrates efforts on the more important priorities
- Have personal character and charisma
- Be an industry talent leader; assemble talented team members who work well together as a high-performance team
- Understand and live the Grey Oaks culture

The following currently report to the Director of Wellness:

- Assistant Director
- Fitness Experience Coordinator
- Spa Coordinator
- Physical Therapy is contracted out.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Bachelor's Degree in sports or health sciences or relevant field or relevant experience preferred.
- Current certifications in fitness, nutrition, and group exercise.
- Preferably a minimum of 5+ years of experience as a Director of Athletics or Director of Fitness and Wellness.

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 Mr. Don Emery, General Manager/Chief Operating Officer, 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 GOCC and the Naples 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 June 2, 2024. Candidate selections will occur in mid-June with first and second interviews in late June. The new candidate should assume his/her role at an agreed-upon time after that.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – Grey Oaks 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 Katy Eliades: katy@kkandw.com

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