

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: THE COUNTRY CLUB OF SPARTANBURG SPARTANBURG, SC

GENERAL MANAGER/CHIEF OPERATING OFFICER AT THE COUNTRY CLUB OF SPARTANBURG

The Country Club of Spartanburg (CCS) is seeking an energized, dynamic, detail-oriented, and proactive leader who embodies professionalism and gracious Southern hospitality as their next General Manager/Chief Operating Officer (GM/COO). The ideal candidate will continue to foster the inclusive and inviting culture of the Club and will focus on strengthening membership growth, retention, and engagement. He or she will naturally assume the role of a mentor and collaborator with the Club's dedicated staff while promoting an environment of respect and accountability. The GM/COO will be a visionary and dedicated thought partner with the Board, and actively execute the next level of member and employee experience while ensuring a long-term, vibrant future in order to position the Club as "one of the best in the South."

Spartanburg is a growing and thriving community, with close proximity to the mountains, sandy beaches, and the Eastern seaboard. Residents are attracted to the quality of life and the affordability of Southern living, as well as the abundance of outdoor activities and an emerging downtown. Members of The Country Club of Spartanburg are especially invested in the economic growth, development and expansion of the city. The new GM/COO should have a true passion and desire to be an active and involved member and resident of the Spartanburg community.

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

ABOUT THE COUNTRY CLUB OF SPARTANBURG

The Country Club of Spartanburg, established in 1908, is a distinguished private, member-owned club renowned for its strong sense of community and warm and inviting culture. This family-centric club offers a variety of social and recreational activities, making it a central hub for its members.

At the heart of the Club is its historic 18-hole, par-72 golf course, designed in the tradition of Donald Ross. This course, rich in history and prestige, has hosted numerous top-tier tournaments such as the Carolinas PGA, Carolinas Open, Carolinas Amateur, and the SCGA Amateur Championship. The course is also known for the Bobby Chapman Junior Invitational, a prestigious event attracting top world-ranked junior players. The club's golf course is home for several members who have qualified for major USGA Championships over the years. Presently, three holes of the course are being renovated with the assistance of architect Kris Spence.

Beyond golf, the Country Club of Spartanburg boasts a top 100 ranked Tennis Program offering opportunities for competitive and recreational play. Members take pride in this program which has resulted in at least 30 juniors playing in Division 1 tennis at the collegiate level. Presently, the Club is investing in an enhancement project that is underway that will feature 5 clay courts, a stadium court, 4 hard courts, and 8 pickleball courts. Also, a part of the project is the renovation of the Junior Clubhouse adjacent to the pool, which will serve as a casual hub for dining and drinks.

Fitness and wellness are integral parts of the club's offerings, with a dedicated team providing a variety of programs, including yoga, personal training, and group exercises. The recently renovated pool complex, featuring a splash pool for children and an adults' pool, is a vibrant space for family gatherings and special events.

Dining at the club is a memorable experience, with several venues including the adult-only Grill, the Tap Room, and the Casual Dining area, all offering excellent views of the golf course. The Club also excels in hosting events and social gatherings, while promoting an active calendar of fun-filled, member activities featuring favorite traditions such as 'Tis the Season.'

COUNTRY CLUB OF SPARTANBURG BY THE NUMBERS

- At present, there are approximately 287 golf members and nearly 575 in all categories
- \$25,000 Initiation fee for full golf members
- \$7,080 Annual dues
- Approximately \$6.9M Gross revenues from all sources
- Approximately \$3.4M Annual dues volume
- Approximately \$1.7M F & B volume
- Approximately 22,000 annual rounds of golf
- Average age of members is 54 (reduced by nearly 10 years since the pool complex renovation a few years ago!)
- There are 12 Board Members each serving three-year terms
- Club Committees include Executive, Nominating, Strategic, Membership, Finance, and Greens
- Advisory Councils include House, Swimming, Tennis, and Golf Activities
- The Club uses JONAS for its POS and accounting
- The Club is organized as a 501(c)(7), not for profit organization

COUNTRY CLUB OF SPARTANBURG WEBSITE: www.thecountryclubofspartanburg.org

GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The GM/COO will have a strong sense of ownership for all day-to-day operations of The Country Club of Spartanburg. He/She will direct and administer all aspects of the operations including amenities, staff, and all programs and activities to ensure outstanding service for members and guests. While all typical competencies are important, our need is for a GM/COO who enjoys being actively engaged and approachable by both members and staff, is proactive in new trends and innovations in family-centric club operations, wants to be part of a relationship-based, multi-generational club environment in a great and growing community, and has a visible energy and passion for the industry and area. Additionally, he/she must be an individual who can exercise sound judgement and recognize what is working well at present and does not need change, and as well as what may need enhancing. He/she must also be able to identify and define the club traditions while evolving the Club forward to secure long-term success.

Key attributes and skills include:

- Someone who can immediately establish credibility with the staff, many of whom have been with the club for a number of years and are held in high regard by the Board and Membership.
- A team builder. A person who embodies the persona of ultimate coach and motivator, bringing out the best in others by setting clear goals and expectations, providing consistent feedback and support, and treating others with respect and professionalism.
- An outgoing and collaborative approach with strong leadership skills and effective mentoring ability; someone who clearly leads by example and compels others to do so.
- Someone who is a doer – someone who is willing to roll up their sleeves and be “hands-on” as needed; being simply a great administrator will not be enough in this situation. Sincere and consistent member and staff engagement will be needed as the “face of the club.” Being highly visible, interactive, and engaging, and knowing how to balance administrative functions with key engagement opportunities is very important.
- Strong staff leadership, partnering with the Board and Club Committees, and strategic planning experience will be key attributes to one’s success.
- Process-driven leadership; setting standards of performance and ensuring that they are consistently maintained is critical.
- Being a humble, but confident “thought partner” with the Board, and able to make decisions and recommendations based on industry knowledge, experience, and confidence in his/her own ability to deliver.

- A confident, diplomatic, respectful, and competent professional who takes charge and recognizes the importance of accountability. A creative problem solver who commands respect through professional interactions and integrity.
- A keen attention to detail for the facilities and surrounding grounds; someone who notices the “little things” and takes a proactive approach to maintenance and care of physical assets.
- Exceptional writing skills, both verbal and written.
- An appreciation and understanding of the multi-generational, Southern culture of The Country Club of Spartanburg, where relationships are often longstanding, and a high level of personalized service is desired.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- Listen, learn, and observe. Plan and execute a strategy to get to know as many members as possible by scheduling a series of ‘by invitation’ focus group sessions. Create and execute a similar series of meetings with all members of the staff to convey the ‘vision’ and expectations further and personally for a continuous evolution of excellence in service delivery and facilities improvement.
- Examine the Club's financial standing and cash flow, showcasing responsible fiscal management and accountability across both operating and capital budgets.
- Evaluate the overall member and service experience, especially in food and beverage operations, collaborating on a ‘game plan’ for quick enhancements appropriate.
- Examine the existing opportunities for gathering member feedback and assessing satisfaction levels. If needed, create a new feedback strategy plan to present to the Board promoting the right channels, balance, and metrics for member feedback and satisfaction.
- Consider the current organizational chart, including a strong focus on the food and beverage and human resources areas, and make a recommendation to the Board for any changes or enhancements needed.
- Undertake a thoughtful look at the current operation and provide the Board with a “State of the Club” report with recommendations after 100 days in this role, including a thoughtful analysis of the Club’s organizational chart.
- Partner with the Board to create a strategic membership marketing plan, focused on attraction, recruitment and retention of members while promoting club usage and member engagement.

CANDIDATE QUALIFICATIONS

- A minimum of 5-7 years of progressive leadership/management experience in an active, family-oriented, private, member-owned club environment is preferred. Non-current GMs will be considered, but only with verification of work experiences with a quality club and mentor. Non-club industry candidates must be able to portray their knowledge and strengths in working with well-intended and active volunteers in board and committee roles in a non-profit dynamic. Preferably, experience in a Southern club and/or with personal connectivity to the South.
- Strong general management skills with verifiable strengths in team development, ability to monitor financial standing and cash flow, showcasing responsible fiscal management and accountability across both operating and capital budgets, recreational amenity management, exceptional quality and consistency of food & beverage programming, outstanding member/guest service programming, strategic planning, renovations, and project management, and the ability to consistently define and achieve goals and objectives.
- A verifiable history of achieving strong and positive net membership engagement within changing member demographics while ensuring strong membership satisfaction levels.
- Passion for the role, with a positive, thoughtful demeanor conducive to a fun, personalized member and staff-centric environment. Professionalism in conduct, presentation, dress, communication, and ultimately a strong, positive, “tone at the top” style is critically important.
- A strong “bottom-up” leader who recognizes and has verifiable demonstrations of his/her development of the team. Encouraging personal growth to both personally, and professionally benefit CCS.
- A person who can say “no” when appropriate, without alienating members or staff when doing so, and who recognizes the need to train and equip his/her team with strong service recovery skills.
- Possessive of strong organizational skills and a natural obsession with details necessary to achieve high levels of quality, satisfaction, and outstanding member experiences and staff satisfaction and member engagement.

- A charismatic individual with a sense of humor and approachable style that is commensurate with the culture and expectations of a friendly, fun, and supportive membership and team of associates. Ultimately, someone possessing a highly developed and natural ‘gravitas.’

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, or PGA 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 Mr. Tim Pope, President, and the CCS 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 The Country Club of Spartanburg and the Spartanburg, SC 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, August 28, 2024. Candidate selections will occur in early September with first interviews expected in mid-September 2024 and second interviews a short time later. The new candidate should assume his/her role in November.

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

“Last Name, First Name - Resume” &

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

(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 Alice Stevens: alice@kkandw.com

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