

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: HAMPTON LAKE COMMUNITY BLUFFTON, SC

GENERAL MANAGER/CHIEF OPERATING OFFICER AT HAMPTON LAKE COMMUNITY

Hampton Lake Community (HLC) in Bluffton, South Carolina, is a dynamic community of families and individuals who enjoy friendship, social activities, resort-class amenities, and luxury neighborhoods in a beautiful natural environment in the Lowcountry.

The Community seeks an exceptional, energetic leader who is a true visionary and can earn and maintain the respect and confidence of the Community's membership and a highly regarded team of associates. The Community has a special connection to outdoor recreational activities, including boating, fishing, scenic hiking trails, multiple swim areas (including a community beach at Crystal Lake), a splash pool, a lazy river, gathering centers, racquet sports, a dog park, and a clubhouse with a fun casual dining area unique to a private community setting.

The Community seeks an outgoing and thoughtful leader who can be strategic with vision as the community continues to build its future. Strong financial skills and experience in strategic capital planning to identify aspirational and obligatory projects are essential. The desired candidate will have exceptional communication skills, the ability to lead by example, delegate appropriately to the management team, and work collaboratively with the various Hampton Lake Community associations. They should have a sense of gravitas, the ability to introduce new concepts and ideas, and experience in developing a sense of culture for their team while working with HLC to build theirs as well. This person will lead efforts to ensure everyone is aligned, have visibility in the community by walking and meeting with members, and maintain an engaging presence at community gatherings.

The General Manager/Chief Operating Officer (GM/COO) will serve as the community leader of Hampton Lake and two affiliated organizations, Lake Management Corporation and Hampton Lake Road Association.

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

ABOUT HAMPTON LAKE COMMUNITY

Hampton Lake Community is a community of 1,350 residences situated in South Carolina's Lowcountry in Bluffton, South Carolina (between Savannah, Georgia, Hilton Head Island, and Charleston, South Carolina), this unique community was developed in the early 2000s. Its main feature is its beautiful 227-acre freshwater lake and over 15 miles of navigable waterways nestled among preserved woodlands and wildlife habitat. Residents enjoy a casual, relaxed lifestyle with resort-like amenities. Hampton Lake is considered the area's premier "non-golf course" community and has been named "Best Community in America," "Best Community Facility" (BALA), and "Best Community and Club in America" (National Association of Home Builders). This picturesque setting provides a unique, harmonious blend of natural beauty and modern casual living, offering diverse habitats and wildlife and showcasing a balance between growth and conservation.

Hampton Lake is designed to offer extensive recreational opportunities to its diverse membership of young families to retirees. The community promotes an active, casual vibe with a focus on outdoor activities. Members have access to numerous parks and trails that cater to diverse interests, featuring multiple-use pathways for pedestrians and cyclists, nature trails for foot traffic, kayaking, and a private campground. The Lakeside and Parkside amenity centers offer more traditional resort facilities in a family atmosphere, including pools, beaches, court sports, a spa, and a fitness center.

By offering limitless options for connecting with family, friends, and neighbors in a beautiful natural environment, Hampton Lake Community is a unique and enriching place to live.

HAMPTON LAKE COMMUNITY BY THE NUMBERS:

- Rather than an initiation fee, HLC has a community enhancement fee that is collected at closing.
- Annual dues: \$4,602
- 51 Full-time employees and 20 part-time employees
- Approximate Gross Volume: \$ 8.5 M
- Approximate Annual Dues: \$6.1 M
- Approximate F&B Volume: \$1.5
- Food Cost Percentage: 44.2%
- A la Carte (95% of sales; 45% COS) vs. Catering (5% of sales; 25% COS)
- Most Recent Annual Labor Cost FOH: \$424,941
- Most Recent Annual Labor Cost BOH: \$275,715 (FTE); \$233,945 (contract)
- Community POS and Accounting Systems: Jonas
- HLCA is a 501c4 or corporation (election made annually)
- Number of Board Members: 7 serving 2-year terms (staggered)
- Average Age of Members: 50-60 years (estimated)

HAMPTON LAKE COMMUNITY WEBSITE: www.hamptonlake.com

GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The General Manager/Chief Operating Officer of Hampton Lake Community reports directly to the community board President and manages all aspects of the community operations. They coordinate and administer the community's policies as defined by the community board, develop operating policies and procedures, and direct the day-to-day work of all departments; including HOA operations, member services, food and beverage, fitness and spa, aquatics, security, accounting/budgeting, human resources, community service, social & entertainment, infrastructure as well as being actively involved in community marketing efforts.

The GM/COO is expected to be a consummate and respectful professional in terms of transparency, honesty, straightforwardness, integrity, accountability, leadership, and dedication. They must be able to inspire and motivate the management team at HLC and earn the respect of the members and employees as well as the community at large. Understanding how to gain and maintain the trust and confidence of these constituencies is a critical success factor as well.

Hampton Lake Community is a busy and multi-faceted operation that requires significant administrative and organizational skills and possessing strong financial acuity is important, as is the ability to analyze and convey important financial information and expectations to various committees, the board, and the leadership team succinctly and concisely. The GM/COO will be able to effectively recommend and institute changes needed as the community evolves.

Communication is of utmost importance at HLC. The GM/COO must be comfortable and effective in being able to communicate with all levels of staff, with the varying demographics of the membership, with community leaders, and in both one-on-one and large group settings. Exceptional personal presentation and writing skills are critical in this role as is a sincere and natural front-facing, approachable style. Collaborating with the Board, Committees, and Senior Staff, the GM/COO must be focused on ensuring that the HLC's vision is relevant, topical, and well-constructed and that all involved know their accountabilities.

CANDIDATE QUALIFICATIONS

- A highly energetic individual with a proven track record as a rising star or GM/COO and a passion for service excellence in all facets of community operations providing innovative leadership and sound guidance to membership and staff.
- A minimum of 5-7 years of progressive leadership/management experience in a private member-owned club, high-end resort operation, or residential club, preferably those with member boards and committee involvement.
- Strong history of success and keen understanding of quality Food and Beverage operations, including revenue growth, training, innovation and creativity, and strong service culture development.
- Proven and verifiable leadership qualities with a demonstrated ability to direct, coordinate, and control all aspects of a full-service community.
- Demonstrated ability to attract, hire, develop, and engage a high-performing cross-functional team, all focused on a “continuous evolution to excellence” in all that they do.
- A “transition expert”, recognizes that they need to be a creative problem solver whose ability to convey ideas, suggestions, and solutions in a thoughtful, well-reasoned manner with a high level of integrity to gain trust, buy-in, and support from both members and staff. This is an opportunity where continuous, thoughtful evaluation of enhancements or innovations of activities, programs, experiences, and such is an important natural part of the GM/COO’s makeup.
- Financial and budgeting acumen with prior P&L responsibility, a true understanding of the balance sheet and cash flow, and the ability to work with the management team to understand the ownership of their respective departments.
- Critically important and essential is a leader with “true gravitas” who can diplomatically and effectively convey their beliefs with confidence, back them up with reasoned support, and stand firm where necessary because of a strong belief in the overall “betterment of the Hampton Lake community as a whole!” Epitomizes the concept of being a “true thought partner” with the Board and “taking ownership” of the role is critical.
- Marketing and branding experience and expertise.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club, community, or hospitality experience will be considered.
- Industry certifications such as CCM and CCE 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 Community offers an excellent bonus and benefits package including Club Management Association of America (CMAA) 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 Hampton Lake Community Search Chairman, Mr. Al Rudnickas, 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 HLC and the Bluffton, SC area will be beneficial to you, your family, your career, and the Community if selected.

You must apply for this role as soon as possible but no later than Friday, September 6, 2024. Candidate selections will occur mid-September with first Interviews expected in October 2024 and second interviews a short time later. The new candidate should assume their role no later than January 2, 2025.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Hampton Lake”

(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

Search Executives:

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