

## GENERAL MANAGER PROFILE: THE HERTSMERE HERTFORDSHIRE, UK

### GENERAL MANAGER OPPORTUNITY AT THE HERTSMERE

This presents an exciting and unique opportunity for a highly experienced General Manager to lead and develop a career-defining venue, establishing the standard for golf and hospitality. Reporting to the Director, the ideal candidate will excel in leadership, driving commercial growth, and fostering business development in a dynamic golfing environment, demonstrating commercial acumen, forward-thinking, and a commitment to sustainable practices. Crucially, the incoming General Manager must inspire and mentor the management team, fostering a culture of seeing challenges as opportunities, with best practice, innovation, and data-driven decision-making underpinning their autonomy to achieve business objectives. This role demands a visionary leader capable of navigating the complexities of golf and hospitality, shaping the venue into a centre of excellence, and driving both commercial success and a culture of continuous improvement.

### ABOUT THE HERTSMERE

The Hertsmere offers a premier golfing and leisure experience in North London, combining professional-grade facilities with a warm, welcoming atmosphere. Its centerpiece, an expertly designed 18-hole course, provides an engaging challenge for golfers of all abilities. The state-of-the-art driving range features 26 flood-lit bays equipped with Toptracer technology, enhancing practice sessions with interactive elements and precise ball-tracking.

The golf academy, led by qualified PGA Professionals, offers expert instruction and fosters skill development in a supportive environment. The Hertsmere prides itself on nurturing a sense of community among golf enthusiasts while maintaining a high standard of play.

With a premium restaurant and bar named "Script," the food and beverage experience caters to a diverse audience of golfers, special events, and elevated casual diners. With its stunning course views, the restaurant provides an elegant setting for all occasions, complemented by a refined menu and carefully crafted cocktails.

The Hertsmere's commitment to excellence extends to its inclusive atmosphere, ensuring a quality experience accessible to all visitors. Whether for a serious game, a casual outing with friends, or a family gathering, The Hertsmere provides a versatile venue where professionalism meets hospitality.

### THE HERTSMERE BY THE NUMBERS

- Annual Total Revenue – 2023: £ 1,772,112; 2024 Q2 YTD: £1,173,613
- Green Fee Revenue – 2023: £ 683,099; 2024 Q2 YTD: £409,704
- F&B Revenue – 2023: £411,301; 2024 Q2 YTD: £399,972
- Driving Range Revenue – 2023: £291,906; 2024 Q2 YTD: £192,928
- Lesson Revenue – 2023: £133,162; 2024 Q2 YTD: £58,924
- # Rounds of Golf Annually – 27,000
- # Balls hit on driving range in Q1 and Q2 2024 – 2.15 million
- Retail Revenue – 2023: £168,017; 2024 Q2 YTD: £73,091
- Other Rental Revenue – 2023: £17,275; 2024 Q2 YTD: £21,746
- Office Lease Revenue – 2023: £18,508; 2024 Q2 YTD: £17,248
- # Employees - Club (FTE) – 29
- # Employees - Club (Casual) – 25

- Facility POS System - IntelligentGolf, Tevalis
- Direct Reports – 7 (Golf Services Manager, Driving Range Manager, Front of House Manager, Head Chef, Director of Coaching, Head Greenkeeper and Sales & Marketing Manager)

**THE HERTSMERE WEBSITE:** [www.thehertsmere.co.uk](http://www.thehertsmere.co.uk)

**SCRIPT AT THE HERTSMERE WEBSITE:** [www.scriptrestaurant.co.uk](http://www.scriptrestaurant.co.uk)

## **GENERAL MANAGER JOB DESCRIPTION**

This is an incredible opportunity for the right candidate to lead and develop a career-defining venue that will be recognised as a benchmark for golf and hospitality.

The right candidate will have a proven leadership, commercial growth, and business development skill set within an agile and modern golf environment. The ideal candidate will be commercially astute, progressive, and possess both professional and personal integrity.

The new General Manager must be able to lead and coach the management team to deliver a culture where they see solutions and not problems, where best practice, innovation, and evidence-based decisions support their autonomy to deliver in line with the key objectives set for the business.

## **CANDIDATE QUALIFICATIONS**

- Proven experience as a business leader in driving a fast-growing organisation commercially, operationally, and financially.
- Successful experience in business development and relationship management.
- Strong experience in operations management and continuous improvement initiatives.
- Strong experience in budgeting, forecasting, and financial oversight.
- Outstanding leadership skills and experience building a strong culture and environment that fosters capable and motivated individuals and teams.
- Possess excellent communication skills and the ability to negotiate with suppliers, customers, contractors, and associated agencies.
- Possesses strong people skills with the ability to relate to and influence at all levels, internally and externally.
- Have the drive and passion for continuous improvement.
- A proven record of delivering premier hospitality experience.
- Strong understanding of HR management and legislation.
- A solid ability to set a strategic delivery plan that ensures delivery/underpins the budget forecasts.
- Commercially astute with a proven ability to grow EBITDA.
- Well-experienced in financial management and a firm handle on cost control.
- Experienced in overseeing a multi-faceted golf and hospitality business.
- Proactive and progressive communicator (i.e., social media channels, apps, hard and soft options)
- Strong project management experience

## **KEY CANDIDATE CHARACTERISTICS**

- Ability to be agile in a dynamic environment.
- Creative with the ability to spot opportunities.
- Passionate about making a difference and growing The Hertsmere.
- Proven business acumen, evidencing results in a service-orientated environment.
- High engagement ethos and modern leadership skills
- Ability to manage/positively influence internal and external stakeholders.
- Highly organised and have good collaboration skills.
- Exceptional customer service skills
- Good EQ and people management skills
- Highly motivated and skilled at problem-solving
- Ability to think outside of the box

- Strategic, innovative, and decisive
- Exceptional attention to detail
- Critical thinking skills with the ability to provide solutions and execution
- Tactful
- Ability to work well under pressure
- The highest possible standards of integrity and diplomacy

#### **Education & Training**

- 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, CCE, or PGA are encouraged but not required.

#### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The facility offers an excellent bonus and benefits package.

#### **INSTRUCTIONS ON HOW TO APPLY**

Please upload your CV 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 in your LinkedIn Profile.

**Prepare a thoughtful cover letter addressed to Director of The Hertsmere, Stuart Ritchie** 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 Hertsmere and the Elstree 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 Monday, 2<sup>nd</sup> September 2024. Candidate selections will occur in early September 2024, with the first Interviews expected in September 2024 and the second interviews a short time later.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Hertsmere”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you cannot go back in and add additional documents.

[Click here](#) to upload your CV and cover letter.

If you have any questions, please email Patty Sprankle: [patty@kkandw.com](mailto:patty@kkandw.com)

#### **Lead Search Executive:**

Michael Herd

Head of International Search & Consulting, KOPPLIN KUEBLER & WALLACE

+44 (0) 7903 035312 – United Kingdom

[michael.herd@kkandw.com](mailto:michael.herd@kkandw.com)