



**Position Concept:**

As a member of the Golf Management Team the Assistant Golf Professional has the responsibility for the overall management of the golf operation while working cooperatively with Golf Pro and other departments.

Supervised By: Golf Pro

Specific Responsibilities - include but are not limited to:

**Golf Operations Management:**

- Oversee the reservation system, starting, monitoring, and pace of play
- Track and verify all players and guests, green fees, golf cars, club care, lockers, handicap fees, and other charges necessary, and facilitate accurate accounting and recordkeeping
- Oversee golf cart fleet while ensuring proper maintenance and recordkeeping
- Develop and manage an innovative tournament program, group outings, and leagues that service all customer segments
- Oversee the operations of a well-managed practice facility
- Provide professional club repair and club fitting services
- Ensure the proper storage, safety, and cleaning of golf equipment
- Play golf with a variety of members and/or guests as time permits

**Administer the Rules of Golf and educate your staff. Promote and provide Rules of Golf clinics to the membership and Public Play:**

- Develop, maintain, update, and utilize customer database Retail Management
- Oversee retail merchandise concession in step with the mission of the golf operation and facility
- Maintain a profitable golf merchandising operation
- Oversee development of buying plans and all golf related purchasing
- Supervise physical inventories, present a diverse and desirable array of golf equipment, apparel, accessories
- Assist in the development of necessary systems utilizing POS to safeguard inventories and cash
- Establish accurate recordkeeping policies and procedures
- Supervise and train all golf shop staff to maximize sales opportunities
- Ensure customer database includes and tracks important dates, spending, sizes, preferences
- Maintain an attractive and orderly appearance in and around the golf shop
- Conduct accurate and timely inventory counts

**Player Development**

- Develop, provide, and oversee an enhanced golf instruction program offering individual and group clinics for all levels. Ensure that the services of a well-trained staff of professional instructors are available where required
- Develop and oversee player development programs
- Utilize PGA of America player development tools, resources, and materials
- Focus on programs for women, families, seniors, and juniors
- Utilize the resources of PGA programs such as Get Golf Ready, PGA Sports Academy, and others
- Assist with the training of the full facility staff in regard to player development and encourage their participation
- Work within our financial budget permission to develop Player Development marketing

### **Golf Administration**

- Recruit, hire, train, motivate, and supervise all golf department staff.
- Ensure evaluations and annual reviews are completed and recorded for all applicable staff
- Attend staff meetings as scheduled by management and schedule staff meetings with golf operations personnel, to make sure all the department know about Golf Outing or Tournaments
- Update and maintain golf shop policies and procedures and job descriptions and ensure they are adhered to and posted in the proper areas
- Maintain safety standards and safety equipment within OSHA requirements
- Assist in the publications of newsletters, informational, and promotional materials
- Participate in and compile comparison information using PGA Performance Trak to properly position the facility in the marketplace
- Oversee the administration of the golf handicap program
- Work closely with and provide guidance and consultation with all golf personnel and different departments
- Attend applicable committee meetings, management, and staff meetings when requested
- Adhere to, enforce, and implement policies and procedures of the facility
- Setup regular written communication with supervisor to include facility, programming, staff and customer updates

### **Business and Financial**

- Responsible for the financial and operational performance of the golf shop operations and golf services
- Ensure all financial goals and objectives are being achieved
- Ensure systems controls are in place to safeguard assets, revenues, and resources
- In keeping with facility goals, utilize yield management techniques to maximize course usage

### **Other Facility/Departmental Responsibilities**

- Work closely with all department heads to achieve the goals and objectives of the facility
- Maintain a close working relationship with the Golf Course Superintendent and provide advice on course playability and tournament set up
- Assist the Membership Sales Director in the promotion of new member leads and provide a supporting role in assisting with prospective members and orientation of new members
- Coordinate plans with the Food and Beverage Manager for food and beverage needs for all golf functions

### **Knowledge, Skills and Traits**

- Maintain PGA of America membership in good standing in an active classification
- Actively pursue PGA membership (if a PGA Apprentice) in a timely manner through the PGA Professional Golf Management (PGA PGM) program
- Fundamental knowledge of the game of golf, rules of golf, golf facility operations and tournament operations
- Fundamental supervisory practices and principles
- Act as a role model for all employees by demonstrating the behavior and work ethic expected of all employees
- Strong organizational, planning and prioritization skills
- Self-motivated with desire to promote and market
- Service and customer focused attitude
- Experienced in written and oral business communications
- Remain up-to-date on customer relationship management tactics and strategies
- Utilize the resources of PGA player development programs such as Get Golf Ready, PGA Sports Academy, Tee it Forward and others
- Experienced computer user including; Microsoft Word and Excel. Proficient in other applications, i.e. email, internet, tournament and database
- Maintain and promote a positive professional image within the community
- Attend conferences, workshops, meetings, and trade shows to keep abreast of marketing and business trends
- Maintain a credible golf game and remain current on teaching innovations

PGA License. It is the club full intention to invest in your education for the final goal to archive the PGA certification program. NVCC sets money aside for continuous education, this fund will be used to pay most of the cost of your PGA certification.

Make sure all Pro Shop and Outside Service will follow the Club rules. Staff golf privilege, ordering food privilege, uniform, respect the schedule and the machinery or tools that have been provide for you to perform your job.

Take charge of the Summer Camps (NVCC or Northampton Township), Clinics, and Lessons. As the Head Pro you must be involved, supervise and expand these programs as they represent the future of our customers base.

The management of the cart barn and every cart or golf course vehicle, follow under your responsibility. All golf carts have to be in perfect order before we rent them out to our guests. Daily, weekly inspection and collaboration with our mechanic will ensure that our golf cart fleet will always be in top shape. The mechanic must be notified the moment a cart is down for mechanical or esthetic problems.

Pro Shop merchandise. The Pro Shop needs to be stocked with merchandise. Develop a program in collaboration with your GM, purchase the right merchandise and establish a good resale price. Resale prices have to be studied and be competitive but not put us in a position to lose money. Most of our merchandise should be with NVCC logo. Spring or fall sale of items that have not sold in our regular season have to be adjusted to make sure we can hit our financial goals. Employee uniforms must be approved by GM and are not part of the resale merchandise.

The management of the Tee Sheet and capitalizing on the sale of public play must improve to maximize the golf revenue. We are a semi-public golf course; our members are very important to us. The service we provide to our members is based on a yearly fee paid by the members to the club for the privilege to play golf as many times as possible under their membership class. All Members, but social, must maintain a food minimum that is spent in the Tavern on Ten. The club makes most of the golf revenue out of public play and golf outings. To maximize the golf revenue, new streams of revenue must be introduced to take advantage of unused tee times. Banquet sales associates and Pro Shop staff must work together to improve golf outing sales.

Continuous training of our Pro Shop Employees must be one of your main priorities to ensure a perfect service for our Golfers. Pro Shop Attendance, Cart Attendance, Starters, and Marshals must go through meticulous training so they can perform the daily tasks with confidence and professionalism.

**Lessons, Summer Camps, Golf Clinics. These guide lines are based and will change after Golf Pro and GM will reach agreements and dollar amount for each program, these decision will not be in place for 2024 season. Private lesson police will never change.**

- 1) Private Golf Lessons are paid directly to the Golf Pro, with no money going to NVCC
- 2) Summer Camps: the use of Golf Course facilities, putting green, driving range, 18-hole golf course, golf cart, range balls, and clubs has to add a value in the final price for the Summer Camps and Clinic. A minimum compensation from the Camps and Clinics must be paid to NVCC to include:  
Helping the Club to purchase 50% of the range balls used in a year, paying a green fee of \$25 per hour when camp members are on the putting green, driving range, or on the 18 hole golf course using carts. This amount will include 10 people in a Camp or Clinic.
- 3) If any NVCC hourly based employee takes part on helping run the Camp or Clinic, the hourly NVCC employee must be off the clock and compensated by the Camp or Clinic revenue.
- 4) NVCC understands the importance of Summer Camps, Clinics, and Lessons. It is understood that while NVCC makes every possible attempt to accommodate the Camps, Clinics and Private Lessons, Golf instructors must understand that the club is open for business every day and must respect public tee times and not interfere with possible business revenue from the Club. NVCC and Golf Pro must form a collaboration based on trust and respect for the benefit of all.