City of Benson
City Council Communication

Regular Meeting **March 24, 2014**

To: Mayor and Council Agenda Item # 4

From: Bradley J. Hamilton, Interim City Manager/Director of Public Works/City Engineer

Subject:

Discussion and possible action on a request to fill the Director of Golf Operations position

Discussion:

The Golf Course is looking to fill the position of a full-time permanent Director of Golf Operations. This position is vacant as of April 4, 2014 due to the resignation of an employee.

Attached is the current job description.

Staff Recommendation:

Council pleasure

Job Description

TITLE:	**Director of Golf Operations**	**JOB CODE:**	40
DEPARTMENT:	Golf Course Division / Finance Department	**FLSA:**	Exempt
PREPARED:	January 6, 2011	**UPDATED:**	

Summary: The principal function of this position is to direct the daily activities of the entire golf operation in close coordination with the food & beverage Supervisor and the golf course Superintendent. The position manages the golf shop to ensure the highest level of service to all patrons and it directs all golf course marketing activities. The position reports to the Finance Director/General Manager.

Essential Job Functions: *The list that follows is not intended as a comprehensive list; it is intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed, and may be required to perform additional tasks.*

- Ensure that all patrons and guests are greeted and welcomed in a professional and courteous manner.
- Answer telephones clearly and concisely, to schedule future starting times and communicate information in a pleasant and professional manner.
- Maintain a high profile with patrons and guests.
- In coordination with the General Manager and the Human Resources Department, hire and train all golf operations team members, utilizing standard City procedures.
- Conduct employee performance reviews, develop employee self improvement programs and recommend actions related to employee performance.
- Establish and maintain responsibility for the cleanliness and appearance of the golf shop, merchandise displays, common areas, restrooms and storage areas.
- Plan for and schedule manpower to include sales staff and outside operations staff.
- Review and approve all employee time records.
- Direct outside golf operations. Responsible for the set-up and maintenance of practice range, starter, ranger and cart maintenance and repair activities.
- Maintain acceptable inventory levels to ensure profitability through effective physical inventory management and cost of sales controls.
- Establish and administer all organized outing and tournament programs.
- Develop and manage golf instructional programs for area youth and adults.
- Develop and manage all marketing programs, advertising and promotional materials in coordination with the General Manager.
- Manage the golf course web site.
- Project a professional and positive image for the golf course with the press, PGA associates, golf course vendors, prospective patrons and the general public.
- Assist the general manager with the development of the capital budget.
- Develop the annual operating budget with the General Manager, and manage the budget, controlling general expenses for the entire golf operation.
- Accurately close or supervise the closing of the sales registers each day.
- Prepare all daily sales and cash reconciliations for submission to the Finance department.
- Prepare daily, monthly and annual sales analyses and sales budgets in coordination with the General Manager.

Job Description
Director of Golf Operations

Required Knowledge and Skills:

- Knowledge of City policies and procedures.
- Knowledge of basic accounting principles, procedures and practices.
- Knowledge of good customer service practices and procedures.
- Knowledge of general office procedures, methods and equipment.
- Knowledge of the rules and skill in the game of golf.
- Knowledge of basic leadership and business management.
- Skill in maintaining accounting records and in preparing reports.
- Skill in the use of a personal computer and standard business software. Proficiency with Microsoft Word and Excel.
- Skill in establishing and maintaining good working relationships with co-workers, other City staff and the public.
- Skill in following and effectively communicating verbal and written instructions.

Education and Experience

- Associates Degree minimum from an accredited college, with emphasis in business, accounting, finance or golf operations management. Four year degree preferred.
- PGA membership. Class A membership preferred.
- Five years of golf course operations management experience.
- State of Arizona driver's license.

Environmental Factors and Conditions/Physical Requirements:

- Must be able to bend, lift (up to 25 lbs.), crouch and reach frequently. Must be able to stand for five hours at a time.
- Frequently requires using hands to finger, handle, or feel objects, tools, or controls, to reach with hands and arms and requires close vision and the ability to adjust focus.

Equipment and Tools Utilized:

- Equipment utilized includes computerized and conventional office equipment.

Approvals:

Employee: _____ **Date:** _____

Dept. Head _____ **Date:** _____

City Manager: _____ **Date:** _____