

Title: General Manager

Department: SVRA Business Operations

Reports to: Chairman, SVRA Board of Directors

Typical Work Week: 40 - 50 hours

Position Summary

The General Manager oversees all aspects of the operation and accounting requirements of Star Valley Ranch Association. He/she will direct and coordinate all departments of the organization, and aid the Board of Directors in formulating and administering policies in accordance with the Articles of Incorporation, By-Laws and DCC&Rs of the Association. The General Manager shall be the Chief Operating Officer of the Association and an ex-official member of all standing committees of the Association.

Essential Duties and Responsibilities

- Demonstrate strong leadership and professional demeanor in all activities.
- Consistently guide and motivate staff to achieve high standards of achievement in revenue enhancement, cost containment, facility maintenance, and customer service (members and guests) with individual objectives in support of achieving common goals.
- Maintain effective communications with the BOD, staff, Association members and customers.
- Create and implement local and regional marketing strategies and sales promotions that increase customer knowledge of SVRA recreational opportunities and support revenue growth.
- Seek and maintain up-to-date knowledge of member issues and concerns as well as competitive market conditions for all SVRA businesses.
- Develop and/or maintain procedures necessary to achieve consistent accounting of financial data, asset controls, customer service performance and adherence to legal and safety requirements.
- Working with key staff, formulate pricing strategies for recreational activities and merchandise according to the requirements for competitiveness and profitability of golf operations. Provide to the BOD, along with supporting criteria, for approval.
- Conduct analysis of business operating results; communicate results with staff and BOD and implement corrective actions as required.
- Ensure compliance, across all SVRA businesses, to established operating procedures, safety procedures and cash/merchandise/asset security.
- Working with key staff, develop annual operating and CAPEX budgets for review with the Finance and Legal Committee and approval of the BOD.
- Actively participate and support the achievement of objectives of Standing Committees.

Qualifications/Requirements

- Proven business operations management and leadership experience with demonstrated results.
- Strong interpersonal skills demonstrated in a fast paced customer service environment.
- Demonstrated ability to select, train and motivate a team of employees.
- Demonstrated ability to resolve complaints and problems as they arise from customers, employees and business associates.
- Proven experience accounting controls, inventory management and cash handling procedures.
- Working knowledge of golf course operations and agronomy practices desired.

Essential Physical Requirements

- Ability to process and manipulate data via computer system and POS system.
- Ability to effectively communicate with staff, associates and customers.
- Ability to interpret financial reports and legal documents.
- Ability to respond to inquiries and complaints and resolve and negotiate effective conclusions as required.
- Ability to effectively present information, both orally and written, to individuals, groups and the BOD.
- Ability to work varied hours/days to oversee operations and SVRA sponsored activities.