

Title: Golf Professional

Department: SVRA Golf Operations

Reports to: General Manager

Typical Work Week: 40 - 50 hours (Seasonal - approximately April – October)

Position Summary

The Golf Pro is responsible for establishing and maintaining a high level of customer service, ensuring consistent procedures for the security of inventory and cash, controlling expenses, and scheduling staff to maximize profitability of golf operations. The Golf Pro will also work as a pro shop attendant and therefore must be organized, able to think and act quickly and effectively while retaining self-composure. The Golf Pro will play a key role in setting up and running all tournaments as well as ladies and men's golf association events. The Golf Pro should take pride in their personal appearance and must demonstrate integrity and honesty in all aspects of their employment.

Essential Duties and Responsibilities

- Ensure that customers receive outstanding service by providing a friendly environment, greeting and acknowledging each customer, demonstrating solid product knowledge, assisting customers with inquiries and promptly resolving customer complaints.
- Hire, train, supervise and motivate employees necessary in the daily operation of the pro shop and driving range.
- Schedule employees to maximize productivity and profitability.
- Work with the General Manager to formulate pricing policies on all merchandise according to the requirements for competitiveness and profitability of golf operations.
- Coordinate sales activities in support of changing levels of golf business and special events scheduled.
- Prepare orders and maintain appropriate inventory levels to meet anticipated business demand.
- Ensure compliance with established operating procedures and cash/merchandise security.
- Establish and maintain a junior golf program, conducting clinics at appropriate times.
- Establish and maintain adult golf teaching clinics at appropriate times and modify as needed to appeal to a broad spectrum of golfers at various levels of skill.
- Solicit tournaments and sponsorships for annual lineup of tournaments.
- Maintain and prepare daily transaction records and cash reconciliations.
- Manage payroll expense at appropriate levels to maximize profitability.
- Provide responsible service of alcohol and ensure adherence by all employees to all applicable laws.
- Maintain continuous communications with the Golf Course Superintendent to assure coordinated use, maintenance and condition of the course as well as ongoing

discussion of activities required to meet the objectives of the Golf Operations Annual Budget.

- Any other responsibilities as assigned by the General Manager.

Qualifications/Requirements

- Strong interpersonal skills demonstrated in a customer service environment.
- Proven management and leadership experience in a related business.
- Demonstrated ability to select, train and motivate a team of employees.
- Demonstrated ability to resolve complaints and problems as they arise from customers and employees.
- Proven experience in inventory management and cash handling procedures.
- Demonstrated experience in setting up and coordinating golf tournaments.
- Working knowledge of golf course operations and practices.

Essential Physical Requirements

- Ability to process information and merchandise through computer system and POS register system.
- Ability to effectively communicate with associates and customers.
- Ability to count money and accurately complete all documentation.
- Ability to operate and use all equipment necessary to run the golf operation.
- Ability to move or handle merchandise generally weighing 0-50 pounds.
- Ability to work varied hours/days to oversee golf operations.