

City of Dunedin, Florida
Class Description

Position Title: General Manager of Golf Operations
Golf Operations Division

GENERAL STATEMENT OF JOB

Under general direction, this position performs complex technical and difficult administrative work, planning, organizing and overseeing the operation and maintenance of the municipal golf course, ensuring compliance with all applicable policies, procedures, laws and regulations of City golf course maintenance and operations. This position is responsible for supervising staff, fiscal control, oversight of contracts related to golf operations, and any other related administrative work as required. Reports to the City Manager.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbents(s) of any particular position.

Oversees all Golf Operations field and office functions for the Dunedin Golf Course, Clubhouse, and Stirling Links Driving Range, ensuring compliance with all applicable policies, procedures, law and regulations. Ensures the highest standards of golf services and programs, golf course and practice area, food and beverage, entertainment and other facility services.

Monitors the performance of all daily operations, functions and services; assuring high standards and total member/customer satisfaction. Develops and recommends standard operating procedures and rules and regulations for golf operations and enforces same. Develops and implements work flow procedures to increase the productivity of division operations.

Oversees the use and maintenance of the golf course and driving range facilities; participates in planning for and coordinating capital improvements to facilities.

Evaluates the effectiveness and efficiency of operations; establishes short- and long-term priorities in order to meet division goals; enforces all policies and safety regulations for the protection of division staff, golf club members and the general public.

Ensures and initiates programs to provide members with a variety of innovative functions, programs and events.

Supervises division technical and clerical personnel. Supervisory duties include

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scheduling; instructing; assigning, reviewing and planning work of others; maintaining standards; coordinating activities; allocating personnel; hiring employees; acting on employee problems; and recommending disciplinary action.

Reviews the work of subordinates for completeness and accuracy; evaluates and makes recommendations as appropriate; offers training, coaching and assistance as needed.

Responsible for the preparation and management of the Golf Operations Division's Annual Budget and Business Plan Initiatives as they relate to the City's Epic! Goals.

Maintains inventory control and oversees the equipment maintenance programs and point-of-sale computer systems.

Supervises the collection, accounting and deposit of golf course revenue and maintains comprehensive accounting and reporting.

Coordinates the golf club's marketing and promotional programs to recruit members/patrons.

Promotes interest in golf through special events, instructional and rules clinics and special golf tournaments.

Receives and responds to inquiries, concerns and complaints regarding division services and activities.

Attends City Commission meetings and other meetings as required to report on division issues and activities. Makes presentations to supervisors, boards, civic groups and the general public.

Maintains knowledge of and compliance with lease terms and contractual obligations.

Keeps abreast of current trends in the field. Attends training seminars and meetings as required.

Compiles data for and prepares a variety of required reports, records and correspondence.

Enters computer data; uses computer to produce routine reports, spreadsheets, and project management documentation.

ADDITIONAL JOB FUNCTIONS

While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may also be performed by other unit members.

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Performs routine administrative/office work as required, including but not limited to attending and conducting meetings, answering the telephone, typing reports and correspondence, copying and filing documents, ordering supplies, etc.

Performs duties of subordinate division personnel as needed.

Performs other related duties as required.

MINIMUM TRAINING AND EXPERIENCE

Requires a Bachelor's degree in Business Management, Public Administration, Marketing, Turf Management, or other closely related field, with seven years of experience in golf course management. Requires at least five years of supervisory experience.

Experience working in or managing a public owned course in Florida is preferable, with prior experience supervising the maintenance and operation of golf courses.

Prior experience managing clubhouse operations, including food and beverage contracts/personnel.

An equivalent combination of training and experience which provides the required skills, knowledge and abilities may be considered.

SPECIAL REQUIREMENTS

PGA Professional in good standing.

Possession of a PGA Class "A" certification or completion of PGA Professional Golf Management Program.

Experience in the procurement and administration of food and beverage and maintenance contracts is preferred.

Must possess a valid Florida driver's license within thirty (30) days of employment.

This position is Category B for the purposes of Dunedin Emergency Management. The incumbent may be required to remain onsite/ available as scheduled during times of emergency as declared by the City/County Commission or City Manager, or report for duty immediately following an emergency event.

PERFORMANCE INDICATORS

Knowledge of Job: Has thorough knowledge of the methods, procedures and policies

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as they pertain to the performance of essential duties of the General Manager of Golf Operations. Is knowledgeable in the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position. Thorough knowledge of the principles, methods, materials, and equipment used in the maintenance and repair of golf courses. Considerable knowledge of the various types, application, storage requirements and effects of pesticides, insecticides, fungicides and herbicides. Knowledge of operational characteristics and occupational hazards associated with landscape maintenance. Knowledge of U.S.G.A. Golf Course specifications, specifically in the Spirit of Donald Ross. Working knowledge and experience with golf course renovations. Is able to work under moderately stressful conditions related to balancing multiple projects within the constraints of time available, personnel capabilities, and financial resources. Ability to plan and supervise the work of technical, clerical and maintenance personnel and private contractors as applicable. Ability to prepare, maintain and monitor detailed technical and financial records. Is able to read and interpret technical materials pertaining to the responsibilities of the job. Clearly understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work. Is skilled in applying a responsible attention to detail as necessary in preparing reports and records. Is able to read and interpret various materials pertaining to the responsibilities of the job. Is able to use independent judgment in performing routine tasks. Skill in the use of various close tolerance mowing and spraying equipment, maintenance equipment and golf cart fleet. Has the ability to learn and utilize new skills and information to improve job performance and efficiency. Knows how to perform duties in a courteous manner and with the utmost integrity in the best interest of the City and the public.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to synthesize, hypothesize and/or theorize concerning data and/or information involving modification of existing policies, strategies and/or methods to meet unique or unusual conditions. Requires the ability to do so within the context of existing organizational theories, management principles and economic analysis. Is able to assemble and analyze information and make written reports and records in a concise, clear and effective manner. Is able to compile, organize and utilize various financial information necessary in the preparation of the divisional budgets, and knows how to prepare and monitor those budgets.

Human Interaction: Requires the ability to function in a director capacity for a major organizational unit requiring significant internal and external interaction; requires the ability to apply principles of negotiation, and performs such in formal situations within the context of legal guidelines. Is able to coordinate division activities with other City departments/divisions and government/private agencies, in order to accomplish goals and complete projects. Knows how to apply supervisory and managerial concepts and principles; has knowledge of administrative principles involved in developing, directing and supervising various programs and related activities. Is able to supervise, motivate and evaluate the performance of a diverse group of employees. Knows how to establish and maintain effective relationships with personnel of other departments/divisions, professionals, golf club members and the general public through contact and cooperation.

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Has the ability to negotiate among different constituency groups with diverse interests to achieve a shared understanding and commonality of purpose.

Equipment, Machinery, Tools and Materials Utilization: Has knowledge of and skill in the use of modern office equipment, including computers. Requires the ability to use, operate and/or handle equipment such as a computer, copier, calculator, telephone, etc.; to overhaul, restore, renovate, construct and/or rebuild equipment, machinery or objects, requiring adherence to prescribed standards and specifications. Has knowledge of use and operating standards of equipment and tools used in golf course construction and maintenance work.

Verbal Aptitude: Requires the ability to use conceptual data and information, as well as reference, descriptive, advisory, consulting, synthesis and design data and information. Must be able to communicate effectively, both verbally and in writing. Has the ability to speak, write, and understand the English language.

Mathematical Aptitude: Has the mathematical ability to handle required calculations. Requires the ability to perform moderately complex algebraic and geometric operations.

Functional Reasoning: Requires the ability to apply principles of logical or conceptual thinking to determine a wide range of both intellectual and practical relationships. Ability to exercise judgment and make decisions to serve as guides and general directives for an entire organization. Is able to read and interpret complex materials pertaining to the responsibilities of the job.

Situational Reasoning: Requires the ability to exercise the judgment, decisiveness and creativity required in critical and/or unexpected situations involving moderate risk to the organization. Is able to plan detailed and complex programs and activities and implement same. Has the ability to assimilate both technical and theoretical concepts from many diverse disciplines and apply the knowledge in creative and intuitive ways to solve unique problems. Must be able to take the initiative to complete all the duties of the position without direct supervision. Has the ability to plan, organize and prioritize daily assignments/ work activities.

ADA COMPLIANCE

Physical Ability: Tasks involve the ability to exert moderate, though not constant physical effort, typically involving some combination of climbing and balancing, stooping, kneeling, crouching and crawling, and which involve some lifting, carrying, pushing and pulling of objects and materials of moderate weight (12-20 pounds). Tasks require sufficient hand/eye coordination to perform semi-skilled / skilled repetitive movements, such as data entry, drafting, filing and/or the use of office equipment or supplies.

Sensory Requirements: Some tasks require visual and auditory perception and discrimination as well as oral communications ability.

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Environmental Factors: Office tasks are regularly performed without exposure to adverse environmental conditions. Some field related activities may require temporary and periodic exposure to adverse environmental conditions. Some tasks require exposure to outside weather conditions and hot, wet and/or humid conditions, airborne particles, animals/insects, dust, vapors, fumes, and poisons. noise extremes, bright/dim light.

The City of Dunedin is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.


City Manager

8/2/22
Date