



Pro Shop Manager

Status:

Exempt

Job Summary:

The Pro Shop Manager of the Cedaredge Golf Course is responsible for overseeing and conducting day to day operations of the pro shop. The Manager must put an intense focus on public relations and customer service and work towards ensuring that annual pass holders and guests are satisfied with their experience at Cedaredge Golf Course. The Manager additionally supervises and provides direction regarding all golf play related issues from inventory and equipment purchases to rules and instruction. The manager recruits, trains, schedules, and manages seasonal/part time staff.

Supervision received:

Works under the general supervision of the Town Administrator.

Supervision exercised:

Supervises pro shop employees. Supervises volunteers as needed. Coordinates operations duties of the golf course with Golf Course & Parks Superintendent.

Specific duties and responsibilities:

The following are illustrative only and are not all-inclusive:

- Responsible for all activities and events that take place at the Cedaredge Golf Course
- Develops and maintains an operating budget, including payroll, inventory, utilities and all other expenses required to operate the facility and programming.
- Orders supplies, inventory and equipment as needed, within the approved budget
- Works closely with the Town Administrator, Finance Director and Golf Course & Parks Superintendent to coordinate on issues related to the Course
- Directs, manages and trains pro shop staff
- Oversees all tournaments conducted by the Course and works closely with the many outside entities that host tournaments at the Course
- Plans and implements marketing programs and promotions. Executes annual pass holder and guest communication via website, social media and e-newsletter.
- Administers and enforces all Course rules, regulations and Town policies
- Must be able to work independently and be a self-starting problem solver.
- Directs pro shop operations including Point of Sale and Reservation system setup, operation, and maintenance; GHIN Handicapping system setup, operation, and maintenance; adhering to cash and systems controls to ensure the safekeeping of assets, inventory and resources.

- Maintains accurate records and accounting of rounds, fees, annual pass holders and other data as necessary or needed
- Maintains a list of area teaching pros and makes accommodations for teaching pros to teach at Cedaredge Golf Course
- Establishes sales goals and forecasts for golf programs, services, and staffing.
- Supervises and directs play including controlling play and the pace of play in accordance with club rules; posting and calling attention to club rules, enforces club rules as necessary, and identifying and immediately mitigating hazardous or dangerous conditions within the clubhouse or on golf course grounds.
- Promotes the game of golf and Cedaredge Golf Course including but not limited to organizing and conducting tournaments and events; developing, promoting, and conducting golf instruction programs; teaching the proper techniques and skills necessary to enjoy the game of golf, and teaching the rules of golf.
- Other related duties as required or assigned.

Required knowledge, skills and abilities:

- 3-5 years in management or related experience
- PGA Apprentice or a commitment to become a PGA Apprentice
- Knowledge of the game of golf, golf rules and methods of play
- Knowledge or experience in event/tournament management
- Interpersonal skills to maintain effective working relationships with the annual pass holders, guests, elected officials, town staff and the general public
- Ability to communicate both orally and in writing.
- Ability to develop, implement and evaluate programs and policies.
- Ability to plan, direct and supervise the work of employees.
- Thorough understanding of fundamental business planning and operations.
- Working knowledge of overall golf course operations including pro shop, pass holder services, tournament operations, business environment and marketing principles, agronomic principles, course setup, and applicable laws.
- Strong computer skills and skilled in the use of typical office equipment
- Valid Colorado driver's license

Working Conditions:

- Work is mainly indoors but may require some outdoor work
- Contact with user groups and the general public is frequent
- May be required to attend meetings in the evenings or at other announced times
- Some travel may be required as part of professional development
- The position will require some evening and weekend hours, especially in peak season