



# HEAD GOLF PROFESSIONAL

## COYOTE CROSSING GOLF CLUB

### ABOUT THE CLUB

Coyote Crossing Golf Club is a semi-private golf club in West Lafayette, Indiana that is dedicated to providing an enjoyable and affordable first-class golf experience to all members and guests. Coyote Crossing boasts a growing golf and social membership base located within the upscale neighborhood of Winding Creek just off Interstate 65 near Harrison High School and Purdue University. The Hale Irwin designed parkland style golf course opened in 2000, changed ownership & management in 2017, and has received many accolades and awards over the past twenty years. The unique wooded layout featuring bent grass tees, fairways, and greens challenges players with multiple creek crossings over rolling topography. The practice facility includes a large bent grass range tee, short game practice area, and putting green. The Club hosts multiple member tournaments, leagues, outings, and events throughout the season while the clubhouse that overlooks the course offers social restaurant, bar, banquet, and wedding services.

### POSITION DESCRIPTION

The Head Golf Professional is responsible for the daily golf operations at Coyote Crossing Golf Club, including support to the Director of Club Operations and Club Owners who manage, govern, and advise. The Head Golf Professional is accountable for managing a highly qualified staff with an emphasis on service standards to ensure an enjoyable and memorable experience for all members and guests. The Head Golf Professional's service is guided by the Club's vision and assures that the business is conducted honestly, with transparency and integrity, and in a fiscally prudent manner.

### ESSENTIAL FUNCTIONS

Success in the role of the Head Golf Professional starts with an outgoing personality and warm sense of humor and is strengthened by a proven leader who is flexible, approachable, and self-motivated with a commitment to continuous improvement. The successful candidate will be known to possess a strong golf operation acumen, a well-developed sense of anticipating member and staff needs, and an "it's all about the team" attitude. Along with being active in the PGA Indiana Section, fostering and developing positive relationships between the Club, members, guests, staff and community are also important roles of the Head Golf Professional.

### QUALIFICATIONS

To be considered for the position, the following qualifications and skills are desired:

- PGA Member in good standing
- Minimum of three years of progressive experience as a Head Professional or Assistant Professional
- Bachelor's Degree in Business Administration or Golf Management, or comparable degree is preferred
- Strong organizational, planning, and prioritization skills with a customer service focused attitude
- High level of ethics, integrity, honesty, and reliability
- Willingness to take extra effort and ability to handle difficult situations in a positive manner
- Self-motivated with desire to promote and market the Club, and enforce Club rules & regulations
- Effective and collaborative leadership style with fundamental supervisory principles that deliver expected results
- Experience managing retail merchandise, tournaments, outings, leagues, golf car fleet, and practice range
- Passion to help members regularly improve their play and further enjoy the game
- Strong financial management including cash handling and budgeting
- Excellent writing, public speaking, decision-making, problem-solving, planning, and communication skills
- Proficiency with computers including point-of-sale systems, Microsoft Office, and tournament applications

## ESSENTIAL RESPONSIBILITIES

### Golf Operation Management

- Create a welcoming golf environment for all members and guests with open and clear communication
- Run the daily golf course, practice range, and pro shop operations including starting & monitoring pace of play
- Facilitate accurate accounting and recordkeeping of all players, greens fees, and golf associated fees
- Conduct an innovative tournament and league schedule that services all member segments
- Execute corporate and charity tournaments & outings
- Manage the pro shop merchandise inventory, sales, and presentation for the Club
- Ensure the Club's fleet of golf cars are properly maintained, prepped, and presented for daily play
- Grow membership and overall customer base by promptly addressing golf associated requests and concerns

### Golf Administration

- Recruit, hire, train, schedule, supervise, motivate, and review pro shop staff
- Responsible for the financial performance of the pro shop for the Club
- Update and maintain pro shop policies and procedures and ensure they are posted and adhered to
- Administer the golf handicap program, rules and course marking
- Assist with budgeting, forecasting, and reporting golf operation financials
- Attend management staff business meetings and conduct meetings with golf operations personnel
- Assist in marketing and generating content for social media, website, newsletters for all aspects of Club business
- Attend conferences and trade shows to keep current on industry trends and to grow the Club's business

### Player Development

- Develop and provide enhanced golf instruction programs for all levels of play and member segments
- Conduct junior golf clinics & camps and captain PGA Junior Golf League teams
- Promote golf equipment sales and provide fitting and repair services
- Ensure services of well-trained instructors are available when required

### Other Responsibilities

- Work closely with all Club personnel including grounds and clubhouse staff to ensure successful daily operation
- Coordinate food & beverage service for golf events with the Director of Club Operations
- Other duties as assigned by the Director of Club Operations

### Position Expectations

- In a golf course setting, conditions vary due to the responsibilities, weather, and projects greatly, and the Head Golf Professional and pro shop staff must be able to adjust to varying conditions quickly and efficiently
- A varied, expansive work schedule is expected with open-ended hours to accommodate events and Club needs
- Act as a role model for all employees by demonstrating the behavior and work ethic expected of all employees, and maintain and promote a positive professional image within the community
- Maintain a credible golf game and appropriately represent the Club in both member play and tournaments
- Enforce all Club rules & regulations and maintain safety standards

## POSITION STRUCTURE

*Job title:* Head Golf Professional

*Position reports to:* Brent Wills, Director of Club Operations

*Reporting positions:* Assistant Golf Professionals, Pro Shop Staff, Rangers, Starters

*Supporting positions:* Mike Dunk, GCSAA Director of Grounds, Tony Roth, PGA Teaching Professional

### Salary and Benefits

- Salary \$45,000 - \$50,000
- Golf instruction \$5,000 - \$10,000+
- Golf and club repair services \$1,000+
- Retail and revenue incentives \$5,000+
- Total anticipated compensation: \$51,000 - \$66,000+
- Vacation and holiday paid time off per Club policy
- PGA membership and associated dues, complimentary meals, uniform allowance, family privileges