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GENERAL MANAGER PROFILE: RAMS HILL GOLF CLUB BORREGO SPRINGS, CA

GENERAL MANAGER OPPORTUNITY AT RAMS HILL GOLF CLUB

The Rams Hill Golf Club seeks to expand its management team with a club/resort proven leader for a career-defining opportunity in providing the highest level of golf, lodging and dining services. The General Manager (GM) will play a pivotal role in ensuring that the culture of Rams Hill continues to provide a warm and welcoming experience for their guests and maintains its position as the “employer of choice” in Borrego Springs.

[Click here to view a brief video about this opportunity.](#)

ABOUT RAMS HILL GOLF CLUB

In 2013, the Considine Companies acquired Rams Hill Golf Club and development, a total of 3,200 acres. The Golf Club, an exceptional Tom Fazio course, was completely renovated and literally brought back from the dead and reopened in November of 2014.

It is open to the public and offers golfers a chance to play one of the great golf courses in California whose accolades are growing each year, culminating with its inclusion into the most prestigious *Golf Digest* America’s Top 100 Public rankings. Debuting in 2021 at #98 and moving up in the latest rankings to #91. The progress since 2014 has been significant and Rams Hill desires to invest in key talent to position the team to continue the rate of improvement. Rams Hill has developed a cult-like following among SoCal golfers that was evidenced for several years as winner and runner up of the SCGA’s “Best Public Course in SoCal” competition.

This is an exciting opportunity for General Manager Candidates who have a visionary outlook, a natural and insatiable curiosity to explore the boundaries of possibility for extraordinary experiences, and an eye and focus for details. The candidate will appreciate and be fed by the opportunity to be at the forefront of leading the service and operations initiatives, while transforming the product offering to create one of the finest remote golf experiences in the Country.

RAMS HILL GOLF CLUB BY THE NUMBERS:

- Historic results included 18,000-22,000 rounds across its November through May season
- Beginning January 2025, Rams Hill will operate year around
- For 2024, Weekend High Season Rates of \$235
- 15,000 sq ft Clubhouse
- Tom Fazio Golf Course
- Residential community consists of approximately 325 existing homes

RAMS HILL GOLF CLUB WEBSITE: www.ramshill.com

EXECUTIVE SUMMARY

- The Rams Hill Golf Club seeks a club/resort management proven leader for a career-defining opportunity in providing the highest level of golf, lodging and dining services.
- Rams Hill has been resurrected and rebranded under its new ownership and seeks to establish itself as the premier resort course in the region.

- Rams Hill Golf Club's Tom Fazio design is one of the top courses, if not the finest daily fee/resort course from San Diego and Palm Springs. Recent accolades included the # 91 golf course in *Golf Digest* List of Top 100 Greatest Public Courses, #1 golf course in the United States for 2016 from *Golf Advisor*; *Golf Week's* #5 Best Course You can Play in California for 2017 and #32 on *Golf Week's* Best Resort Courses for 2017.
- The facilities at Rams Hill Golf Club are exceptional: a magnificent clubhouse sits on a hillside looking out over the golf course, water features, the desert and mountains, and the Fazio designed golf course.
- The course/development is in strong financial condition with an engaged and enthusiastic ownership. Position reports to the Chief Operating Officer of Rams Hill and will have regular contact with the Chief Operating Officer and owner through monthly meetings.

KEY ATTRIBUTES AND AREAS OF FOCUS

- Proven ability to attract, retain, and develop a team that understands what constitutes a world-class golfer experience and is excited by the challenge of delivering at that level.
- Passion for excellence in every aspect of the business.
- The ability and desire to engage proactively with staff in a manner that drives high levels of engagement, excitement, and enthusiasm.
- Proven success at raising the quality and consistency of food and beverage operations and guest utilization. As lodging business expands and evolves, ability to elevate lodging experience to match the quality of golf.
- Strong business skills, uses strategic plans, budgets, and metrics to set goals, measure and report on performance, and make course corrections when needed.
- Demonstrated experience in creating strong marketing programs to attract new golfers and groups.

GENERAL MANAGER POSITION DESCRIPTION

The General Manager will serve as Chief Hospitality Officer, ensuring that the golfers and property owners will have exceptional experiences. He or she will manage all aspects of club operations including its activities, logistics and the relationships between the club and its guests, employees, community civic and charitable groups, and vendors. The General Manager is expected to be involved in local civic organizations in support of Rams Hill's objective to be an employer of choice in its local market.

The General Manager is expected to be the leader of the Club and shall provide the highest level of service to golfers and guests. He or she is responsible for the success of the Club's goals and is expected to devote their full-time attention to operations, planning and staff performance.

The General Manager will have primary reporting to the Chief Operating Officer and will be engaged with the Chief Executive Officer and Counsel from the owner's family office on a weekly basis and with the owner on a monthly basis.

The GM directs the work of all department managers and employees to ensure that premium, proactive, personal, gracious and professional services are provided to guests.

The GM position is responsible for all day-to-day operations of Rams Hill. He/she directs and administers all aspects of the amenities, staff, programs and activities, golf and grounds, lodging, food/beverage, activities, and programs, to ensure consistently outstanding service delivery to our valued guests. The General Manager will lead in a way that allows the COO to work in an advisory and strategic manner. Key to the new GM's success is the intuitive sense to be "present" and to sincerely engage with every generation of customers and guest.

The GM is responsible for the creation, implementation, and consistent execution of all service standards and processes while providing vibrant, innovative, relevant, and respectful leadership to key managers and staff. A primary objective is for the GM to be the highly visible and interactive face of the Club and to ensure that departmental goals and objectives are defined, understood, evaluated, and enhanced continuously.

Being a natural mentor and servant leader to the team is also critically important, as is being a strong advocate for the team's success. The GM must be a proactive and assertive leader in the process of strategic planning, talent acquisition and retention, ensuring that each of these areas of focus considers current and future customer needs. Additionally, he/she must expect to work to exceed the expectations of our customers and to recognize trends, evolving demographics, and current trends that will help support the Club in the future. The new GM should have a history of success and of recognizing, respecting, and supporting the contributions of key managers and staff.

DEPARTMENTS REPORTING TO THE GENERAL MANAGER

- Food & Beverage Manager
- Head Golf Professional
- Executive Chef
- Director of Agronomy
- Controller
- Director of Sales and Marketing
- Building Maintenance Director
- Human Resources Manager

KEY CHARACTERISTICS

A key requirement is to be able to work proactively with ownership and the COO and stay focused on key goals, financial targets, budgets, and objectives that benefit the long-term well-being of Rams Hill and ensure that future capital projects are successfully planned and executed, keeping all appropriate constituencies well-informed throughout. Ownership is looking for a partner-like mindset from its GM to take a strong role in running the Club, to be out in front of issues, and to provide them with solutions and execute successful outcomes where and when needed.

Outstanding communication skills, both written and verbal, are necessary. Additionally, as the primary communicator of most of the information at the Club, a keen ability to listen, engage, build trust, and be highly approachable is also of critical importance.

Other key attributes, characteristics, and style of the successful new leader include the following:

- Attracting, retaining, and developing staff at every level is an important focus of the club.
- Accountability, high level of candor, metrics, and out-come-focused.
- Is strategic and visionary as well as mission-oriented on behalf of Rams Hill; anticipate how the Club will evolve and be at the forefront of trends in destination golf.
- Initiates and monitors policies relating to personnel actions, training and professional development programs. Conducts routine employee evaluations as a part of promoting a culture of clear communication with all team members
- Ensures that premium standards of golf operations/customer service, course conditioning, lodging and food and beverage, are delivered consistently
- The ability to embrace risk and thinking not constrained by industry norms, but rather with a keen focus to pursue new avenues to improve upon the customer experience in destination golf.
- Knowledgeable and innovative as it relates to technology; having the ability to leverage high tech to improve 'high touch' with guest as well as efficiency of the operation and enhanced data capture is critical.
- Outgoing, conversant, respectful, and diplomatic, but able to say "no" when appropriate without alienating guest or staff.
- Financial acumen, detail-oriented to "see" things needing attention, and operations, systems, and facilities expertise.
- Innately understanding, empathetic, reliable, and relatable to customers and staff at all levels.
- Possesses outstanding leadership skills and the ability to delegate to key staff and department heads.
- Has strong communication and organizational skills.

INITIAL PRIORITIES OF THE GENERAL MANAGER

The following priorities have been identified for likely initial primary focus:

- Begin to develop meaningful relationships with all staff and department heads, as well as community leaders.
- Spend time with the team (staff in all areas of operations) getting to know them, their abilities, and aspirations, and further their already strong mutual respect and collaborative approach to supporting one another and the Club's overall mission.
- Examine and elevate the overall performance management systems in place at Rams Hill, recognizing a continued desire to ensure that goals, objectives, accountabilities, and responsibilities should be evaluated with a focus on relevancy in the destination golf space.

LOCATION

The GM position is resident in Borrego Springs and is expected to be immersed in the local community to reinforce the Club's position as one of the largest employers in Borrego.

CANDIDATE QUALIFICATIONS

A minimum of 4-7 years of progressive leadership/management experience, preferably in a GM or assistant GM role in a destination golf and resort project or leading hospitality operations outside the club industry in a similar hospitality operation. True 'rising stars' from the private golf club, resort golf or upscale daily fee golf industry who have been verifiably well-mentored by industry managers who come from top-quality environments and who possess outstanding relationship skills will also be considered. The timid who are not wired for making a difference in the lives of their teammates while attracting the envy of other operators in the destination golf space need not apply.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A bachelor's degree is preferred with a focus on Hospitality Management. In lieu of the degree, substantial private club or hospitality experience will be considered. Industry certifications such as CCM, or PGA are encouraged, but not required.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package including association membership. Salary Range: \$185,000 - \$225,000 with annual bonus plan opportunity of 50% of base salary designed to measure management results (25%) and club performance (75%).

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter in that order using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to the **Rams Hill Golf Club, Shannon Smith, CEO and Harry Turner, COO**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why RHGC and the Borrego Springs area will benefit you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Monday, February 3. First Interviews are expected the week of February 24, 2025, and the second interviews a short time later. The new candidate's starting date is flexible.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &
“Last Name, First Name - Cover Letter – RAMS HILL GOLF CLUB”
(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Katy Eliades at: katy@kkandw.com

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