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GENERAL MANAGER PROFILE: THE RESERVE CLUB AT WOODSIDE AIKEN, SC

THE GENERAL MANAGER OPPORTUNITY AT THE RESERVE CLUB AT WOODSIDE

The Reserve Club at Woodside (TRCW) located near the center of Aiken County, SC (just 20 miles northeast of Augusta, Georgia) with its newly expanded Clubhouse, breathtaking golf courses, multiple dining options, and state-of-the-art sports facilities is in search of a new General Manager to oversee all aspects of Club operations.

The new General Manager will be taking the helm of the club after a five year engagement with a third party management company. The expectation is to elevate the service culture on property, personalize the member experience with a keen eye on growing membership and F&B revenue in both à la Carte and special events. In addition, the General Manager will have traditional full scope responsibilities including oversight of the club's two championship golf courses, pool, racquet sports and food and beverage operations.

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

THE RESERVE CLUB AT WOODSIDE

Since its inception in 2002, The Reserve Club has been an outstanding addition to the Woodside community offering members outstanding amenities in their own neighborhood. Historic Aiken is the largest city in western South Carolina and is considered one of the best places to live in the state. With its beautiful parkways and shaded trees this is "Thoroughbred Country," famous for the spring Triple Crown that includes flat racing, steeplechases, and polo.

The Village of Woodside was designated a Southern Living "Best Small Town" in 2018 and is one of 13 Southern Living inspired communities.

The Reserve Club offers 36 holes of golf. The Reserve Course, a Nicklaus Design, has been continually named one of South Carolina's top courses since 2003. The Hollow Creek course designed by Fuzzy Zoeller and Clyde Johnston provides members with another 18 holes of championship golf.

Members enjoy additional resort style amenities including state of the art racquets facilities with 6 Har-Tru Tennis Courts and 3 Pickleball Courts plus a resort style pool and croquet.

The Reserve Club dining options include five distinct dining options: The Reserve Dining Room, L'Attitudes, Sports Lounge, Verandah, and Poolside Bar & Grill. In 2016, The Reserve completed a state of the art 15,000 sq. ft addition to the clubhouse for small, medium, and large club and private events.

THE RESERVE CLUB AT WOODSIDE BY THE NUMBERS

- 923 Total members, 316 full golf
- \$ 10,000 Full golf, \$4,000 limited golf, \$2500 social initiation fees
- \$ 5,640 Annual dues for full golf
- 35,000 Rounds of golf played annually
- \$4.5M Annual revenue
- 2.1M Dues volume

- \$1.2M Food and Beverage volume
- Up to 130 Employees (FTE) in-season; approximately 80 (FTE) off-season

THE RESERVE CLUB AT WOODSIDE WEB SITE: www.thereserveclubatwoodside.com

GENERAL MANAGER POSITION OVERVIEW

The General Manager (GM) is responsible for supporting and executing the mission and vision of TRCW. This executive has management authority over daily operations of the Club. The GM represents and serves the membership of the Club. Understanding the importance of a developed relationship with the Woodside Sales and Marketing team is a campus wide responsibility for the GM and entire club staff.

The GM will support primary objectives of The Reserve that include:

- Cultivating Strong Leadership and Sustainable Growth
- Fostering Member Relationships with Events and Social Groups
- Maintaining and Developing an Array of World Class Amenities
- Striving for Excellence in Hospitality and Member Experience

He/she is responsible for the financial and operational stability of the Club. Duties include direction setting, management of staff, and all workforce issues with a focus on maintaining quality services, programs, and facilities, working closely with the Woodside Sales and Marketing team to keep them well informed, along with ensuring Ownership is supportive of the direction and initiatives.

The GM will provide administrative and financial direction, adhere to operational goals, ethical business practices and be available for managerial counsel on all matters. He/She will work in partnership with the Ownership and department managers to ensure that the primary goal of high membership satisfaction/engagement and fiscal responsibility is achieved.

KEY RESPONSIBILITIES

- The GM ensures high standards for food and beverage, sports and recreation, and other club services.
- Creatively identifies strategies for new member acquisition and assimilation, especially as it relates to real estate sales and successful marketing thereof.
- Understands the value of current club-based technologies, including social media applications and their use in today's world of connecting with members.
- Helps identify strategies to provide members with a variety of events to expand member participation.
- Coordinates the development of annual operating and capital budgets. Manages operations within budget.
- Analyzes financial statements, manages cash flow, and establishes controls to safeguard funds.
- Oversees the care and maintenance of all physical assets and facilities.
- Implements general policies and directs their administration and execution.
- Plans, develops, and approves specific operational policies and procedures in concert with general policies.
- Provides recommendations to ownership regarding maintenance, equipment, and services not provided in approved budgets.
- Keeps the Ownership informed on all material matters and works with the Advisory Board to monitor member issues.
- Establishes personnel and salary administration policies. Monitors policies relating to personnel actions and training and professional development programs.
- Periodically reviews the organization chart of TRCW, ensuring that labor resources are aligned to best accommodate both members' needs and the financial reasonableness of operations.
- Works with department managers to schedule, supervise and direct the work of all club employees.
- Recognizing the seasonal staffing needs of TRCW, ensures an effective program for recruitment, on-boarding, training, and retention of key staff.

- Develops relationships with recruitment resources that can provide a pipeline of capable and effective team members in the future.
- Ensures that the club is operated in accordance with all applicable local, state, and federal laws.
- Coordinates and serves as ex-officio member of appropriate club committees.
- Interacts with the Woodside Communities team and collaborates on matters of material importance for both the club and Woodside Communities.

CANDIDATE QUALIFICATIONS

- A natural leadership style that promotes staff and membership engagement. Personally knows and effectively interacts with the members.
- Ability to act as a partner with Woodside Communities and its leadership team, building strong relationships and communication exchanges.
- Current knowledge in “best practices” of top-performing and high-member-satisfaction clubs and communities around the country. Strong understanding of upscale and casual dining and other food and beverage experiences featuring appealing menus and exemplary service.
- Proven credentials in quality food and beverage programming, highly regarded golf operations, exceptional member service programming and strategic planning.
- A motivator and leader who can bring out the best in others by setting clear goals and expectations, holding them accountable for outcomes and by providing consistent feedback and support.
- Someone with a history of innovation, a champion of new ideas and initiatives, who seeks consistent improvement in member experiences and operational efficiencies.
- Engages in critical benchmarking and financial metrics that lead to a proactive response to industry trends.
- Technologically proficient and uses technology to improve service delivery to members, as well as to effectively manage and lead operations.
- The ability to adapt and positively contribute to changing and evolving circumstances.
- Able to consistently deliver high-level member and employee satisfaction.
- Prior management experience in an organization where the governance model provided the GM with full or collaborative responsibility for operations, strategic policy, and financial leadership.
- Stays abreast of industry trends by attending meetings and conferences of the CMAA.

EDUCATION, EXPERIENCE AND CERTIFICATION QUALIFICATIONS

- A college graduate with a bachelor’s degree in Business Administration, Hospitality Management or equivalent, with a preference for at least 5-7 years of progressive, and significant management experience in a similar, private, premier club community is highly preferred.
- Preferably, possessing both a Certified Club Manager (CCM), a Certified Chief Executive (CCE) designation or similar professional development achievements.

SALARY AND BENEFITS

An appropriate salary, commensurate with qualifications and experience for the desired TRCW experience, will be offered. The Club offers an excellent performance bonus and benefit package, along with the typical CMAA and other professional benefits.

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.

Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be addressed to Mr. Richard Steele, at The Reserve Club at Woodside, and clearly articulate why you want to be considered for this position at this stage of your career and why The Reserve Club at Woodside and the Aiken, SC area will be beneficial to both you and the Club if selected.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – TRCW”

(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: katy@kkandw.com

Lead Search Executive:

Sam Lindsley,

Search and Consulting Executive

sam@kkandw.com

216-509-2250

www.kkandw.com