

## CANDIDATE PROFILE

**General Manager**  
Smyrna Yacht Club  
New Smyrna Beach, FL

[www.smyrnayachtclub.com](http://www.smyrnayachtclub.com)



[Watch a short video.](#)

### Organization

New Smyrna Beach possesses a hometown quality reflected in its architecture, 17 miles of pristine Florida beach, recreational inland waterways, eclectic restaurant scenes and friendly community of residents. Choices of public and private schools from k-post secondary. Near to Orlando, with many options for church and civic activities as well as parks and recreation programs for all ages.

Smyrna Yacht Club, nestled in an exotic setting, is a landmark along the Indian River. The Club was founded in 1928. The Clubhouse's Spanish Renaissance styling is preserved and often admired by members of other clubs in the Florida Council. Membership continues to grow as the Club goes through planned renovations and improvements. There are currently 550 households' memberships (approximately 880 members) and 150 on the waiting list for membership. There is a rich history of which members are proud and continue to carry the legacy forward to the future. Annual Club revenue is \$3.5 million. Club amenities include 78 boat slips, tennis, pickleball, swimming pool and two dining venues. Club members enjoy over 28 activities that are optional to partake in while being a Club member.

### Position Overview

The General Manager serves as the Chief Operating Officer (COO) of Smyrna Yacht Club, overseeing all aspects of the Club's operations and relationships, including interactions with the Board of Governors, members, guests, employees, the community and the industry. The role includes coordinating and administering Club policies as defined by the Board, developing and implementing operating policies and procedures, and directing department managers' activities. The General Manager is responsible for budget implementation, quality control of the Club's products and services and ensuring the highest levels of member and guest satisfaction. Additionally, the role involves securing and protecting the Club's assets, including its facilities and equipment.

## The General Manager Must Be:

**Visible and Approachable:** A mature, well-rounded manager who is visible to both members and staff. A problem solver who effectively administers Club affairs and represents the Club to its various constituencies.

**Employee-Focused:** Able to foster a strong, respectful employee environment that serves the membership while promoting mutual respect among staff.

**Resourceful and Professional:** Capable of demonstrating initiative and resourcefulness in managing Club operations, presenting a consummate professional image to staff, members, and the community.

**Delegative with Follow-Through:** Proficient in delegation with the ability to follow up as needed to ensure tasks are completed successfully.

**Creative and Tactful:** A creative individual with good personal taste who is tactful in interactions with both individuals and groups.

**Driven and Committed:** A highly energetic doer with strong staying power who, through personal example, motivates others to get things done. Committed to a high work ethic.

**Classy and Integrity-Driven:** An individual with a groomed personal appearance, a touch of class, and the highest levels of personal and professional integrity.

*Direct Reports: Executive Chef, Food & Beverage Director, Tiki Manager, Dockmaster/Facilities Professional, Membership & Communications Professional and Controller.*

## Responsibilities

- Implements general policies established by the Board of Governors (BOG).
- Works with the BOG and appropriate committees to plan and develop specific operational policies, programs, procedures, methods and regulations in concert with general policies.
- Establishes basic personnel policy; initiates and monitors policies relating to personnel actions and training and professional development programs.
- Maintains membership with CMAA and other professional associations. Attends conferences, workshops and meetings to keep abreast of current information and developments in the field.
- Coordinates the development of operating budget according to the applicable budget calendar, monitors monthly budget and other financials.
- Coordinates and serves as ex-officio member of appropriate Club committees.
- Welcomes new members; “meet and greets” all Club members as practical during their visit to the Club.
- Consistently assures that the Club is operating in accordance with all applicable local, state and federal laws.
- Oversees the care and maintenance of all the Club’s physical assets and facilities.
- Ensures the highest standards for food, beverage and programming.
- Manages and monitors cash flow in conjunction with the Controller.

- Works with subordinate department managers to schedule, supervise and direct the work of all the Club employees; confers with them about personnel-related matters including compensation, job changes and performance evaluations.
- Attends the meetings of the Executive Committee and BOG.
- Reports member infractions to the Board for necessary action.
- Effectively manages all aspects of the Club's activities to ensure and maintain the quality of products and services provided by the Club.
- Serves as liaison between all management, staff and Board.
- Has ultimate authority over inter-departmental matters and implements policies concerning employee-employer relations.
- Must be proficient in Microsoft Suite and Club software.
- Prepares reports and other support material for committee and Board use.
- Provides for and manages use of the equipment, space and materials.
- Establishes and approves workloads, work methods and performance standards.
- Maintains relations with police, fire and other governmental agencies.
- Directs purchase, receiving, storage, issuing, preparation and control of all products, supplies and equipment.
- Ensures proper sanitation and cleanliness of all Club facilities and environments.
- Handles emergencies such as fires, accidents and breaches of security or house rules.
- Convenes and presides over meetings with departmental managers; conducts all-facility personnel meetings.
- Performs other duties as prescribed by the Commodore and Board of Governors.
- Shall be trained in how to use the AED and know the locations throughout the Club.
- Acts a Project Manager for all major capital projects.
- Ability to work with outside professionals such as legal, Tax CPA, and third-party payroll provider.

## Competencies and Requirements

- Characteristics of a successful GM include honesty, straightforwardness, integrity, accountability, leadership and dedication.
- Able to inspire and motivate others, earn the respect of the members and employees as well as the community at large.
- Always conducts himself or herself in a responsible and professional manner while at or away from the Club and encourages other staff members to do the same to reflect the proper image of the Club throughout the community.
- Able to be diplomatic and tactful – yet firm – in dealing with member constituents.
- Must demonstrate interpersonal relations skills; be an excellent communicator and a competent administrator; and must be able to effectively communicate the Club's vision.
- Ability to set goals and objectives as well as delegate to and coach the department managers and their staff.
- Ability to manage cross-functional teams and multi-disciplinary projects.
- Ability to make complex decisions in a dynamic environment in support of the Club's vision, mission and core values.
- Displays sound judgment.
- Ability to think strategically while meeting operational and near-term objectives.
- Financial aptitude commensurate with executive duties.
- Must be proficient in Microsoft Suite and club management software.

- Helps to set and maintain high standards for all facilities, services and communications.
- Ability to perform required role during emergency situations.
- A professional career “track record” of achievement and relative employment stability.
- Pronounced people sensitivities, especially as this relates to dealing with staff, club members and suppliers.
- An overriding sense of quality consciousness. This includes most importantly a high quality, courteous efficient staff.
- Proven leadership qualities with the demonstrated ability to direct, coordinate and manage all facets of a full-service private club.
- Strong communication skills, both in writing and speaking, with the distinct ability to function effectively before a wide variety of groups and forums. Communication with members and personal visibility is an important part of the responsibilities.
- A sharp eye for detail in the overall management of the Club.
- A record of success in the selection, development, training, and motivation of an accomplished, service-oriented staff.
- A positive, upbeat attitude combined with sense of humor and the ability to work effectively at all levels of organization.
- The ability to teach and coach others.
- A strong supportive and stable personal life. To be in good health personally.
- At least 5 years in management experience at a private club.
- Bachelor’s degree in Business or Hospitality degree preferred.
- Currently holds the Certified Club Manager designation (CCM) or is a rising star working towards that achievement.

## Competitive Compensation

- A base salary and performance bonus
- Professional dues and expenses subject to the annual budget
- Standard benefits include vacation/personal time, health insurance.
- Retirement Plan

**A full background check and potential drug testing will be conducted on candidates. Professionals who meet or exceed the established criteria are encouraged to submit a meaningful cover letter addressed to Mr. Bill Robinson, Commodore and a current resume to**



**Ned Welc**  
Principal



[ned@gsiexecutivesearch.com](mailto:ned@gsiexecutivesearch.com)



440-796-7922

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