



Assistant General Manager (AGM)

Job Description

Vestavia Country Club

Birmingham, Alabama

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CLUB OVERVIEW

Vestavia Country Club (VCC or the Club) is a premier private club known for its rich tradition of hospitality, exceptional recreational amenities, and welcoming environment for families of all ages. Over the past five years, the Club has welcomed many new families, with membership shifting to a younger demographic and more active dependents enjoying the Club's facilities.

VCC also has a proven history of successful reinvestment. Its last major capital project, the 2016 renovation, delivered a significant upgrade to the 18 hole golf course, reinforcing the Club's commitment to continuous improvement. Earlier, the 2010 renovation revitalized the Par 3 course, Tennis building, and Pool, helping strengthen VCC's long term capital strategy.

Member sentiment continues to validate this forward momentum. In the 2025 Member Survey, members expressed high satisfaction with the Club's overall experience while identifying

opportunities for enhancements (dining, fitness, and locker rooms) that are being addressed in the next wave of capital improvements.

VCC is in the process of a significant clubhouse transformation, with the dining and fitness areas scheduled to re-open in July 2026. The overall renovation plan includes:

- A redesigned Grandview Grill with expanded dining and an artisanal pizza kitchen
- A refreshed Wellington Room with interior and patio enhancements
- A fully expanded and modernized fitness center
- Upgrades throughout the Pub, Living Room, Ascot Room, Windsor Room, Corridors, Reception Room, Ballroom, and Ladies' and Gentlemen's Rooms
- Improved landscaping and Tennis Pavilion upgrades

To support this next chapter, the Club is seeking an Assistant General Manager ("AGM") who will help refine operating procedures, build and onboard a service-driven team, and ensure elevated and consistent member experiences through the reopening and beyond.

ABOUT THE CLUB

- **Member-Owned Private Club**
- **Undergoing \$15 million renovation project**
- **Member Count:** 990 primary members, 3,139 total club users
- **Fees (2025):** \$75,000 entrance fee, \$10,180 full dues
- **Gross Revenue:** \$17+ million

AMENITIES

- **Golf: 18-hole course plus a 9-hole par 3 course**
- **Tennis Center with 15 tennis courts**
- **Full-Service Fitness Center**
- **3 Extraordinary Resort-Style Pools**
- **Dining & Events**
- **Childcare Center**

POSITION SUMMARY

The Assistant General Manager (AGM) is a senior leadership role responsible for the overall operation and coordination of all clubhouse functions at Vestavia Country Club. Reporting directly to the General Manager, the AGM provides hands-on oversight to Food & Beverage operations, service excellence, member communications, events, and clubhouse facilities.

This position will play a leading role in preparing Vestavia's operations team for the opening of the newly renovated clubhouse in **July 2026**, establishing new service standards, developing standard operating procedures (SOPs), and ensuring excellence across all team interactions with members and guests.

The AGM acts as second-in-command of club operations, maintaining a visible, approachable presence throughout the clubhouse and serving as a bridge between the General Manager, department heads, and frontline service teams.

REPORTING STRUCTURE

Reports to: General Manager / Chief Operating Officer

Direct Reports:

- **From Day 1:** Executive Chef, F&B Director, Catering Director.
- **By Day 180:** potential additional reports based on success in F&B will be Pool/Childcare, Housekeeping, Locker rooms, and Security.

KEY RESPONSIBILITIES

1. Leadership & Culture

- Serve as an ambassador for Vestavia Country Club’s culture and service philosophy, and model professionalism, accessibility, and hospitality.
- Work in close partnership with the General Manager to carry out strategic priorities under the six strategic pillars: Governance, Club Culture & People, Sports Experience & Access, Food & Beverage Experience, Membership Structure, and Capital Investment.
- Maintain high visibility with members and staff; embody a “service-first” mindset in all interactions.
- Provide leadership that fosters cross-departmental alignment and collaboration with culinary, events, membership, and operations teams.

2. Clubhouse Operations Oversight

- Oversee all clubhouse functions, including:
 - Food & Beverage outlets and banquet operations
 - Events and Catering Services
 - Clubhouse facilities, work with facility director for maintenance of clubhouse facilities, valet, and laundry operations (in the future).
- Ensure all areas operate efficiently, exceed member expectations, and reflect the Club’s commitment to premium service and hospitality.
- Develop and enforce clear SOPs for each operational area, ensuring consistency, accountability, and service quality.
- Coordinate day-to-day clubhouse operations, ensuring seamless communication among all departments and between management and staff.

3. Food & Beverage Leadership

- Partner with the Food & Beverage Director, Executive Chef, and Catering Director to deliver an exceptional dining and banquet experience that reflects the new clubhouse vision.
- Develop systems for consistent quality control, accurate reporting, and efficient inventory management.
- Implement structured staff training in member service, point-of-sale systems, and private event execution.
- Lead recruitment, selection, and onboarding of key service and management team members to prepare for the 2026 reopening.

4. Financial Management & Administration

- Manage operating budgets for assigned departments in collaboration with the Controller and General Manager.
- Conduct monthly reviews of P/L statements, monitor performance metrics, and analyze variances to budget.
- Oversee accurate billing, POS integration, and cost control measures to ensure operational efficiency and fiscal integrity.
- Participate in the development of department forecasts and annual budget planning.

5. Member Engagement & Event Experience

- Work collaboratively with Membership & Communications operations to enhance member retention, engagement, and onboarding processes.
- Collaborate with the Catering Director to plan and execute club events, weddings, and member experiences that support a connected, multi-generational member community.
- Personally attend key events and maintain strong relationships with members.

6. Team Development & Training

- Lead and facilitate training programs for service excellence, operational consistency, and club culture immersion.
- Mentor department directors to ensure performance alignment, succession readiness, and personal development.
- Evaluate team performance regularly; identify opportunities for internal advancement and cross-training.
- Create and maintain job standards, training manuals, checklists, and evaluation tools for all clubhouse departments.

7. Facility and Safety Management

- Partner with the Director of Operations to ensure clubhouse readiness, preventive maintenance, and aesthetic standards that match the club's premium reputation.
- Establish systems for preventative maintenance scheduling, vendor compliance, and safety procedures.

- Support strong back-of-house operations (laundry, housekeeping, and maintenance) for cleanliness, efficiency, and member confidence.

8. Cross-Functional & Strategic Support

- Represent the General Manager in their absence, managing all operational areas of the club.
- Attend and report at Board or committee meetings (House, F&B, Membership) as requested.
- Collaborate with the Controller and General Manager on strategic financial planning and capital improvement tracking.
- Participate actively in continuous improvement initiatives, policy updates, and member satisfaction assessments.

PERFORMANCE INDICATORS

- Member satisfaction and event feedback scores
- F&B revenue growth and service quality scores
- Operational performance to budget and variance targets
- Staff retention, engagement, and training completion rates
- Readiness of clubhouse operations and staff for July 2026 reopening
- Successful implementation of SOPs and departmental improvements

QUALIFICATIONS & EXPERIENCE

- Minimum 7–10 years of progressive hospitality leadership experience, with at least 3 years in a senior leadership or Assistant General Manager role within a private country club or luxury hospitality environment.
- Demonstrated success managing multi-department operations, including F&B, events, and facilities.
- Proven track record of mentoring managers and developing teams that deliver service excellence.
- Strong financial acumen; proficient in budgeting, forecasting, and cost management.
- Exceptional communication, organizational, and interpersonal skills.
- Sommelier or strong background in wine selection and service preferred.
- Experience in pre-opening or renovation transitions is strongly preferred.
- Bachelor's degree in Hospitality Management or related field required; CMAA certification or equivalent advanced training preferred.

COMPETENCIES

- Strategic and operational leadership
- Member service orientation and emotional intelligence
- Staff development and mentoring
- Financial literacy and operational analytics
- Communication and influence
- Organizational agility and prioritization
- Commitment to continuous improvement

POSITION DETAILS

- **Compensation:** Compensation for this role is highly competitive, with a base salary of \$150,000–\$180,000 plus bonus potential, a comprehensive benefits package, and robust continuing education and professional development support.
- **Employment Type:** Full-Time, Exempt.
- **Schedule:** Variable, including weekends, holidays, and events as required.
- **Target Start Date:** Open immediately, with onboarding focused on pre-opening and team development in advance of the 2026 clubhouse launch.

INQUIRIES

Interested candidates should submit their resume along with a detailed cover letter which addresses the qualifications and describes their alignment/experience with the prescribed position by **Friday, February 13, 2026**. Those documents must be saved and submitted in Word or PDF format (save as 'Last Name, First Name, Vestavia Country Club, Resume' and 'Last Name, First Name, Vestavia Country Club, Cover Letter') respectively to: <https://shorturl.at/5p1MK>.

LEAD SEARCH EXECUTIVES

Michael Gregory, Managing Director & Partner

Dr. Eric Hutchison, Director

Ben Hopkinson, Director

For more information on Vestavia Country Club, please visit <https://www.vestaviacc.com/>.