

GGA  **Partners**



General Manager / Chief Operating Officer

Job Description

Whitevale Golf Club

Pickering, Ontario

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CLUB OVERVIEW

Whitevale Golf Club ("the Club"), located in Pickering, Ontario, is a member-owned private equity club and a proud history dating to 1958. One of the few equity membership clubs in Ontario, Whitevale is a highly golf-centric club distinguished by its competitive membership, active playing culture, and high volume of annual rounds.

At the heart of the Club is its 18-hole golf course, extensively renovated by renowned Canadian golf course architect Thomas McBroom. The Club also features a comprehensive McBroom-designed practice facility that includes a 350-yard driving range, dedicated short-game and bunker areas, and multiple putting greens. Together, these facilities support regular member play, competitive events, player development, and an engaging golf experience for golfers of varying skill levels.

This is a visible leadership role within a tight-knit and highly engaged golf member community. The opportunity is attractive for a leader who values a hands-on, member-facing environment, while the challenge lies in consistently delivering excellence within a seasonal operating model and supporting the Club's continued excellence, thoughtful renewal, and long-term stewardship.

ABOUT THE CLUB

- Members: 531 Equity members & 200+ Associate members
- Gross Revenue: Approximately \$ 5.5 million
- Annual Dues Revenue: Approximately \$ 3.2 million
- Employee Count: Approximately 100 employees during peak season

AMENITIES & SERVICES

- 18-Hole Golf Course (Renovated 2006 – Thomas McBroom)
- 36,000 annual rounds of golf
- Full Golf Practice Facilities
- Competitive member golf tournament and events
- Intermediate program
- Junior / Kids Programming
- Robust Social Calendar and Dining Programs

POSITION SUMMARY

The General Manager/Chief Operating Officer (“GM/COO”) is responsible for the overall leadership, management, and execution of Whitevale Golf Club’s strategic and operational priorities. Reporting to the Board of Directors, the GM/COO oversees all aspects of Club operations and ensures delivery of a consistent, high-quality member experience.

This role requires a highly visible, engaged, and approachable leader who builds trust through regular interaction with members, staff, and the Board. Financial management and oversight to implement strategic initiatives set by the board are essential. The Club places particular emphasis on hospitality and service excellence, interpersonal leadership, emotional intelligence, and the ability to lead through change. The GM/COO must communicate transparently, manage competing expectations, and navigate complex situations with consistency, empathy, and professionalism.

The GM/COO leads the senior team, establishes clear performance expectations, and strengthens coordination and accountability across all areas of the Club. In partnership with the Board, the GM/COO will clarify and advance Whitevale’s strategic direction, align service expectations with available resources, oversee thoughtful facility and capital renewal, and support operational excellence and long-term financial sustainability.

KEY LEADERSHIP PRIORITIES

To be successful in this role, the GM / COO must demonstrate the following competencies, identified through extensive job analysis. These core capabilities are essential for success and will serve as key benchmarks for performance evaluation, ensuring clear expectations and ongoing support.

Leadership & Visibility

- Serve as a highly visible and engaged leader, maintaining a consistent presence throughout the Club, particularly during peak operating periods.
- Build strong, trust-based relationships through responsiveness, approachability, and regular interaction.
- Lead with a high degree of emotional intelligence, demonstrating self-awareness, good judgment, and the ability to navigate interpersonal situations effectively.
- Establish clear expectations and hold the leadership team accountable for performance, culture, and service delivery.
- Develop, align, and motivate a high-performing team through effective delegation, coaching, and support.

Member Experience & Engagement

- Define and champion clear service standards across golf, dining, facilities, and every major member touchpoint, ensuring that employees are trained, empowered, and held accountable for delivering a consistent high-quality experience.
- Foster a welcoming, inclusive, and well-connected Club environment that strengthens member engagement and satisfaction.
- Actively seek member feedback and ensure it informs decision-making and continuous improvement efforts.
- Address member concerns in a timely, thoughtful, and constructive manner.

- Ensure that programs, amenities, and service delivery remain relevant, consistent, and aligned with member expectations.

Communication & Relationships

- Communicate clearly and consistently with members, staff, and the Board to ensure alignment and transparency.
- Demonstrate strong communication skills across a range of situations, including operational updates, member interactions, and Board engagement.
- Support open communication within the organization, encouraging feedback and constructive dialogue.
- Build and maintain effective working relationships with the Board and committees, providing clear updates and informed recommendations.
- Represent the Club professionally within the broader community.

Strategy, Governance & Financial Leadership

- Work collaboratively with the Board to maintain / refresh the Club's strategic plan and lead key initiatives
- Ensure strong financial management, including budgeting, forecasting, and long-term capital planning.
- Monitor performance and adjust plans as needed to support long-term sustainability.
- Maintain a clear understanding of private club governance and support effective Board and committee operations.
- Lead planning and execution of capital projects aligned with strategic priorities.
- Ensure adherence to Club by-laws, governance practices, and applicable regulatory requirements.

Operations & People Leadership

- Oversee all aspects of Club operations to ensure consistent quality, efficiency, and member satisfaction.
- Recruit, develop, and retain strong department leaders and build overall organizational capability.
- Promote a respectful, inclusive, and accountable workplace culture.
- Empower a highly capable senior leadership team by promoting operational autonomy, mutual trust, clear accountability, and alignment with the Club's standards and priorities.
- Address employee performance and workplace issues in a timely and professional manner.
- Ensure compliance with applicable regulations, policies, and governance requirements.
- Lead the organization through change initiatives with clarity, consistency, and a focus on team alignment.

CANDIDATE PROFILE

The General Manager/COO is responsible for leading the team to achieve Whitevale Golf Club's strategic objectives while advancing its culture of excellence, service, and community. Success in this role requires a strong alignment with the Club's operating environment, membership expectations, and leadership expectations. To ensure alignment with this distinctive environment, the following qualifications and competencies have been identified through extensive job analysis:

- **Models Hospitality & Service Excellence:** Creating a welcoming and exceptional experience for members and guests. Setting high standards for service and ensuring staff are well-trained and empowered to deliver.
- **Financial Acumen:** Understanding financial statements, budgeting, cost control, and financial analysis specific to the private club industry.
- **Interpersonal Leadership:** Building strong relationships with members, staff, and board members. Demonstrating empathy, active listening, and effective communication skills to foster collaboration and address concerns.
- **Club Governance:** Understanding the legal and ethical frameworks that guide private club operations, including member rights and responsibilities, board structures, and regulatory compliance.
- **Displays Emotional Intelligence:** Being aware of and managing one's own emotions, while understanding the emotions of others. This allows for navigating complex situations and building trust.
- **Leads Change and Supports Innovation:** Championing new initiatives that improve the Club's operations and member experience. Effectively communicating and managing change processes to gain buy-in from members and staff.
- **Strategic Management:** Developing long-range plans that consider the Club's vision, mission, strategy, and competitive landscape. Setting goals, allocating resources, and measuring progress.
- **Values & Promotes Belonging:** Fostering a welcoming and inclusive environment that respects and celebrates the diversity of the membership.
- **Human Resources and Legal:** Understanding employment laws and regulations to ensure fair and compliant HR practices, including recruitment, compensation, and performance management.
- **Crisis Management and Risk Mitigation:** Establishing clear plans to manage potential crises—such as financial strain, safety issues, or reputational risks—and applying effective negotiation skills to resolve conflicts with stakeholders.
- **Golf Course Operations:** Understanding the intricacies of golf course operations, including course maintenance, tournament management, and member golf programs.
- **Facility Maintenance:** Overseeing the upkeep and repair of the clubhouse and other Club facilities to ensure a safe and attractive environment.

Qualifications:

- Bachelor's degree in hospitality management, business administration, or a related field.
- Minimum of 7 years of senior leadership experience within a private club, hospitality, or comparable service-driven environment.
- Comprehensive knowledge of golf operations and practices is preferred, including an understanding of club culture, service standards, and the operational requirements of a private club environment.
- Demonstrated success in financial management, leading complex operations and executing strategic plans initiatives.
- Strong communication and interpersonal skills, with the ability to build relationships, manage diverse stakeholder groups, and navigate complex situations effectively.
- Proven ability to lead and develop teams, foster a positive work environment, and drive accountability and performance.
- Industry professional designations (e.g. CCM) is considered an asset.
- Professional affiliations (e.g., CMAC or equivalent) are considered an asset.

COMPENSATION

The Club will offer a highly competitive, year-round compensation package commensurate with qualifications and experience. The package will include a competitive base salary, performance-based incentive, comprehensive benefits, and appropriate professional allowances.

INQUIRIES

Interested candidates should submit a resume and a detailed cover letter outlining their qualifications and alignment with the role. Submissions should be provided in Word or PDF format and clearly labeled with the candidate's name to the link here: <https://shorturl.at/RdM1p>

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