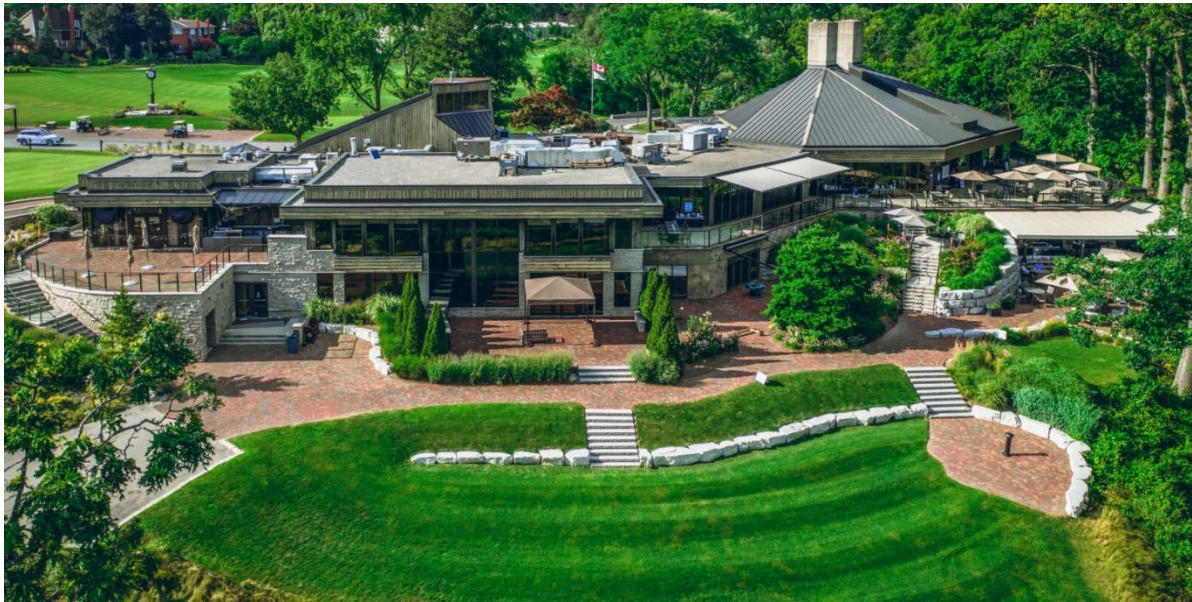


Position Overview
&
Candidate Profile



Credit Valley Golf & Country Club
Mississauga, Ontario
Director of Golf

October 2024



“Building relationships that last a lifetime.”

Located in Mississauga, Ontario, The Credit Valley Golf and Country Club is known today as one of Ontario's finest private golf clubs. Originally the hunting and fishing grounds of the Ojibway people, Credit Valley traces its golfing beginning back to 1930. The golf experience at Credit Valley combines breathtaking scenery with a challenging parkland design that pairs tight fairways with large and fast undulating greens.

Although the Club offers numerous amenities to its members, Credit Valley is a golf club at its core. Designed by renown golf course architect, Robbie Robinson, the course is a true, fair test of golf to members of all skill levels. Complementing the course, Credit Valley offers one of the GTA's finest practice facilities, boasting over 60,000 square feet of teeing space, two practice bunkers, two practice greens, and eight target greens. Recently, the Club retained Whitman, Axland, & Cutten Golf Course Architects to develop their golf course master plan.

MISSION STATEMENT

Building on our traditions and values, Credit Valley Golf and Country Club commits to service excellence and caring for our environment, community, and each other today and in the future.

VALUES STATEMENT

Credit Valley Golf and Country Club creates cherished experiences and lasting memories in the beauty of our natural surroundings for members and their families every day.

ABOUT THE CLUB

- **Member-Owned Private Club with a Parkland Course**
- **Total Members:** 650 golfing members
- **Gross Revenue:** \$10,221,000
- **Employees:** 175 – peak season
- **Course Overview:** 18-holes / 5 sets of tees / 103 bunkers / 165 maintainable acres
- **Practice Facility:** 60,000 square feet of teeing space, 2 practice bunkers, 2 practice greens, and 8 target greens.
- **Rounds Played:** 31,000
- **Greens Maintenance Budget:** \$2,000,000
- **Amenities:** Clubhouse (37,000 SF), Golf, Food & Beverage, Indoor Pool, Wellness, Fitness

POSITION SUMMARY

The Director of Golf reports directly to the Chief Operating Officer and is part of the Senior Leadership Team. The person in this position will oversee all aspects of golf operations, including instruction, pro shop management, and member relations. This role requires a strong focus on enhancing the overall membership experience while driving the golf department's success. The Director of Golf is responsible for developing and executing a retail marketing plan to boost pro-shop revenue and member satisfaction. This includes identifying and recommending amenities to enhance member retention. A key performance indicator will be the management of the retail operation's profitability while simultaneously growing the golf business through increased usage, tournaments, and exceptional member engagement.

KEY COMPETENCIES

To be successful in this role, the Director of Golf will need to demonstrate the following competencies. These same areas will be a focus for your performance evaluation, ensuring clear expectations and ongoing support.

Leadership: Strong leadership skills to motivate and inspire staff and players to achieve their best. Create a positive and inclusive environment, delegate tasks effectively, and lead by example through professionalism and a strong work ethic.

Interpersonal Leadership: Building strong relationships with members, staff, and board/committee members. Demonstrating empathy, active listening, and effective communication skills to foster collaboration and address concerns.

Golf Operations & Member Experience: Understanding golf course maintenance principles and working collaboratively with the Golf Course Superintendent to ensure course playability and aesthetics. Maintain practice facilities and identify any maintenance concerns promptly. Enforce golf course regulations and Rules of Golf. Includes a proactive approach to identifying and mitigating risks to member and employee safety. Comfortable challenging the norms and identifying opportunities to improve the member experience.

Business Management: An understanding of basic business principles and applies them to the golf operation. This involves setting and managing budgets, monitoring labor, controlling inventory, analyzing sales data, and developing strategies to balance the importance of revenue growth with member experience.

Professional Development: Continuously improve their own skills and coaching techniques. Stay up to date on industry trends, technologies, and best practices, actively seeking opportunities to learn through workshops, conferences, and certifications. They may also share knowledge through mentorship or coaching colleagues.

Innovation and Technology: Being aware of current industry trends, best practices, and competitive landscape. Embracing new technologies that enhance the golfer's experience. This includes launch monitors, swing analysis tools, course management systems, and online platforms.

KEY RESPONSIBILITIES

Leadership and Team Building

- Build and lead a high-performing golf team, fostering a culture of excellence and teamwork.
- Develop and implement staff training programs to enhance skills and knowledge.
- Create a positive and inclusive work environment that promotes employee engagement and satisfaction.
- Engage with the Golf Committee to coordinate events while ensuring adherence to Credit Valley's policies and procedures.

Member Experience and Satisfaction

- Prioritize member satisfaction by delivering exceptional service and creating memorable experiences.
- Develop and implement programs and events to enhance member engagement and retention.
- Foster strong relationships with members, understanding their needs and preferences.

Pro Shop Management

- Manage the pro-shop operations, including merchandise selection, inventory control, and staff development.
- Develop and implement marketing strategies to increase pro-shop sales and revenue.
- Ensure the pro shop provides exceptional customer service and meets the needs of members.

Golf Operations and Course Management

- Oversee daily golf operations, including tee time management, course setup, and pace of play.
- Collaborate with the Golf Course Superintendent on course maintenance, playability, and the golf calendar.
- Enforce golf course rules and etiquette to ensure a positive playing environment for all members.
- Manage golf cart fleet, rental equipment, and range facilities.

Instruction and Player Development

- Develop and implement comprehensive golf instruction programs for members of all skill levels.
- Recruit and manage a team of qualified golf professionals to deliver high-quality instruction.
- Create a vibrant junior golf program to foster the next generation of golfers.

Financial Management

- Develop and manage the golf department budget, including revenue and expense forecasting.
- Analyze financial performance and implement strategies to improve profitability.
- Explore new revenue streams and opportunities to increase golf department revenue.

Membership Marketing and Communication

- Communicate effectively with members, staff, and external stakeholders.
- Utilize technology and social media to promote the golf course and club amenities.

Security and Safety

- Collaborate with club management to implement and maintain security protocols.
- Ensure a safe and secure environment for members, staff, and guests.

EDUCATION AND EXPERIENCE

- Class A member of the PGA of Canada
- Director of Golf/Head Professional, or comparable experience

COMPENSATION

The Club will offer an attractive year-round compensation package, commensurate with experience, which will include a competitive base salary, benefits, and performance bonus.

INQUIRIES

Interested candidates should submit their resume along with a detailed cover letter that addresses the qualifications and describes their alignment/experience with the prescribed position by **November 22, 2024**. Those documents must be saved and submitted in Word or PDF format (save as “Last Name, First Name, Credit Valley Resume” and “Last Name, First Name, Credit Valley Cover Letter”) respectively to: <https://bit.ly/3C8Bw3m>

LEAD SEARCH EXECUTIVES

Michael Gregory, Managing Director & Partner
Jeff Germond, CCM, Director

For more information on Credit Valley Golf & Country Club please visit <https://www.creditvalleygolf.com/>

For a virtual tour of the course please visit <https://www.creditvalleygolf.com/golf/>