

DIRECTOR OF GOLF

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for managing the day-to-day operations of the golf course facilities which includes the clubhouse, driving range, pro-shop and cart rentals. The incumbent in this position serves as the Golf Professional and is responsible for golf instructions. The work is performed under the direct supervision of the Commissioner of Public Works, Parks, Recreation & Youth Services, with leeway allowed for the exercise of independent judgment. Supervision is exercised over the clubhouse employees. This position differs from the Superintendent of Golf in that the incumbent in this position is not responsible for the maintenance operations of the golf course. Does related work as required.

TYPICAL WORK ACTIVITIES:

Schedules, coordinates and orchestrates golf tournaments and other competitive play;
Hires, supervises and evaluates golf staff at the clubhouse;
Purchases equipment, supplies and merchandise for the inside golf club operations, such as golf carts and pro shop merchandise;
Provides individual and group golf lessons;
Interprets and enforces golf rules and regulations;
Maintains the fleet of golf carts to ensure optimum working condition as well as overseeing the renting and return of golf carts;
Collects charges and fees for all golf-related activities;
Works with the Superintendent of Golf in formulating the annual golf course budget;
Responsibility for public relations with club members, guests and community;
Responsibility for promoting the golf club to increase participation in tournaments, activities and membership;
Plans, coordinates, supervises and schedules staff
Coordinates and organizes the daily tee time sheets to maintain scheduled play.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of running and managing a golf pro shop;

Good knowledge of the managing of a golf cart fleet;
Good knowledge of the methods of golf lesson instruction;
Good knowledge of the requirements for organizing a golf tournament;
Working knowledge of the Professional Golf Association rules and regulations;
Working knowledge of the principles of effective marketing and promotion;
Ability to communicate effectively both orally and in writing;
Ability to supervise the work of others;
Ability to prepare various reports;
Ability to handle multiple projects simultaneously;
Dependability;
Initiative.

MINIMUM QUALIFICATIONS:

- A) Graduation from a regionally accredited or New York State registered college or university with a bachelor's degree in marketing with a minor in golf course management or golf course administration and five years of experience as a Golf Professional or Assistant Golf Professional; OR
- B) Graduation from a regionally accredited or New York State registered college or university with an associates degree in marketing and seven years as a Golf Professional or Assistant Golf Professional.

SPECIAL REQUIREMENT: The incumbent must possess a current Class A membership from the Professional Golf Association (PGA).