



General Manager

Candidate Information Pack

REPORTING TO	Club Chair / Board of Directors
DIRECT REPORTS	Head Greenkeeper, Business Manager, Hospitality Manager, Golf Operations Team
ACCOUNTABILITY	All Club operations, departments and staff

Purpose of the Role

The General Manager is responsible for the overall leadership, operational management and commercial performance of Forres Golf Club. Working closely with the Board, Committees, Captain, Vice-Captain and staff, the General Manager will ensure delivery of an outstanding experience for members, visitors and guests whilst safeguarding the traditions and heritage of the Club.

This includes a clear commercial mandate: to generate the revenue and financial resilience that enables the Club to invest in its course, facilities, people and long-term future.

Job Description and Key Responsibilities

Strategic Leadership and Governance

- Develop and implement a Club Business Plan in alignment with Board objectives
- Advise and report to the Board and committees on operational, financial, membership and commercial matters
- Oversee member communications including newsletters, AGM documentation, Board reports and the professional management of member correspondence and complaints; conduct regular member surveys to measure satisfaction and inform service improvements
- Support the Captain, Vice-Captain and Committee Convenors in delivering club priorities
- Support the relaunch of a Junior Development Programme in collaboration with the Junior Committee and the club's Professional Partner
- Ensure the Club operates in accordance with its constitution, governance framework and applicable legislation

Financial Management and Commercial Performance

- Working with the Business Manager, set and be accountable for annual operating and capital budgets in line with Board objectives
- Review financial performance against budget, taking corrective action where required and presenting regular reports to the Board
- Set targets for all key revenue streams including membership subscriptions, visitor green fees, societies, competitions, functions, Golf Shop and food and beverage operations
- Ensure appropriate expenditure control whilst supporting investment in staff, facilities and equipment
- Oversee supplier relationships and contracts, ensuring value for money and cost efficiency

Marketing, Visitor Development and Membership Growth

- Develop and implement a marketing strategy to grow visitor numbers, society bookings, Open competition and function revenue in line with Board-approved targets — delivering activity directly or through third-party support as required
- Manage and enhance the Club's digital presence including website, booking platforms and social media to drive enquiries and conversions
- Build and maintain relationships with golf tour operators, local businesses, hotels and tourism organisations to generate bookings and partnership opportunities
- Lead member recruitment, engagement and retention initiatives to achieve membership targets

Golf Operations

- Working with the Golf Operations Committee and providing leadership to the Golf Operations team, ensure delivery of a high-quality golfing experience for members and visitors
- Drive Golf Shop retail sales and margin, overseeing tee time management, visitor bookings and competition administration
- Support delivery of the Club's golfing calendar and maintain effective relationships with governing bodies and industry partners

Course and Greenkeeping

- Working with the Course Committee and providing leadership to the greenkeeping team through the Head Greenkeeper, ensure the course is maintained to a high and consistent standard
- Set targets for, and monitor, course maintenance budgets, equipment and resource allocation
- Support the development of long-term course maintenance and improvement plans
- Keep members informed regarding course conditions and improvement projects

Clubhouse, Hospitality and Catering

- Working with the Clubhouse and Events Committee and providing leadership to the Hospitality team, develop and oversee the Club's events, hospitality and functions offering
- Set and monitor standards and targets for food quality, service and hospitality for members, visitors and functions
- Oversee stock control, supplier relationships and licensing compliance
- Ensure contractual obligations, service standards and commercial performance targets are met across all hospitality operations where third-party operators are involved

Human Resources and Team Leadership

- Provide leadership and clear direction to all teams; set performance expectations and targets and oversee staff recruitment, development and performance management
- Promote a positive and collaborative workplace culture
- Ensure compliance with employment law, health and safety, safeguarding and HR policies; oversee implementation of the Club's Safeguarding and Child Protection policy including appropriate vetting and training
- Should Bar, Catering or Golf Shop operations be transitioned to external franchise/lease arrangements in the future, take responsibility for managing the partnership on behalf of the Club, acting as the primary point of contact between the Club and the franchisee

Facilities and Asset Management

- Oversee the maintenance, presentation and insurance of all Club assets including the clubhouse, Golf Shop, course, practice facilities and surrounding grounds
- Support long-term capital investment planning with the Board
- Plan seasonal operational needs and off-season maintenance works

Sustainability and Community Engagement

- Promote environmentally responsible practices across course and clubhouse operations
- Support engagement with relevant environmental frameworks including the Golf Environment Organisation (GEO) certification programme and the R&A's Golf Course 2030 guidance
- Strengthen the Club's relationships within the local community and regional golf network

Person Specification

The ideal candidate will demonstrate strength across the criteria set out below. We welcome applications from those who bring a combination of relevant experience, transferable skills and a genuine commitment to delivering an outstanding club experience, even where individual criteria are not fully met.

Experience

- Senior management experience within a golf club, hospitality, leisure or membership-based organisation
- Experience managing multi-department operations and staff teams
- Experience in financial management, budgeting and commercial performance
- Experience in marketing, visitor attraction or hospitality venue promotion
- Proven ability to deliver high standards of customer or member service
- Previous experience within a golf club environment
- Knowledge of golf course management and greenkeeping operations
- Familiarity with golf management software (e.g. BRS, ClubV1 or similar)
- Knowledge of the rules of golf and the World Handicap System
- Qualification in business management, hospitality, sport management or a related field
- Experience managing outsourced services, commercial partnerships or franchise agreements
- Membership of, or willingness to join, the Golf Club Managers Association (GCMA) or equivalent professional body

Skills and Competencies

- Strong leadership and people management ability
- Excellent communication and stakeholder management skills
- Sound commercial judgement and financial awareness
- Strategic thinking combined with strong operational delivery
- High level of organisation, planning and problem-solving capability
- Strong IT and digital communication skills
- Ability to work effectively with volunteer committees and governance structures
- Working knowledge of relevant regulatory requirements including employment law, licensing, health and safety and data protection

Personal Attributes

- Professional, approachable and member-focused
- Strong relationship builder with diplomacy and integrity
- Flexible approach to working hours in line with club operations and events
- Passion for delivering an exceptional member and visitor experience

Performance

Performance will be reviewed annually against KPIs agreed between the Board and the General Manager. These will typically include: annual operating surplus or deficit against budget; membership numbers and retention rate; visitor, society and function revenue; member and visitor satisfaction scores; staff engagement and turnover; digital and marketing performance; and delivery of agreed milestones within the Club Business Plan.

Role Details

PLACE OF WORK / HOURS	Based at Forres Golf Club. Flexible working pattern averaging approximately 40 hours per week, including evenings, weekends and bank holidays in line with club operations and events.
SALARY & BENEFITS	A competitive salary and benefits package in the region of £40–£45k, commensurate with experience. The package will include a performance-related element linked to agreed KPIs.
CLOSING DATE	Midnight on Sunday 19 July 2026
INTERVIEWS	Week commencing Monday 3 August 2026

How to Apply

To apply, please send a tailored CV and covering letter to recruitment@forresgolfclub.co.uk

The covering letter should be no more than two pages of A4 and should summarise your relevant skills and experience and motivations for applying for this role.