

GENERAL MANAGER/COO PROFILE: WAYNESBOROUGH COUNTRY CLUB PAOLI, PA

THE GENERAL MANAGER/COO POSITION AT WAYNESBOROUGH COUNTRY CLUB

Waynesborough Country Club in Paoli, PA, a premiere private, nationally recognized club, is seeking a General Manager/COO who defines and demonstrates a management and leadership style, and promotes a culture that results in Member satisfaction, employee advancement and engagement while consistently meeting the annual and long-range financial and strategic goals of the Club.

[Click here to view a brief video about this opportunity.](#)

WAYNESBOROUGH COUNTRY CLUB

Established in 1965, Waynesborough Country Club (WCC) is a premiere, family-oriented, private country club nestled among 200 rolling acres in beautiful Chester County, Pennsylvania. Waynesborough's crown jewel is their renowned 18-hole George Fazio designed championship golf course. The classic Chester County farmhouse-inspired clubhouse offers several dining options including The Pub with its casual fare, The Fireplace Lounge boasting spectacular views of the 10th fairway and the 18th green and dining on the sunlit porch and terrace of The Fairway Grille offering a panoramic view of the golf course.

The sign of a great golf course is its playability for all types of players with a vast range in skill of play. Over time, Waynesborough has been able to challenge the best players in the world, while their members and guests compete and enjoy the course. The combination of speed and contours makes the greens some of the finest on the East Coast. Waynesborough is a par 71 design, featuring four challenging, picturesque par 3's. The level of excitement remains at an unsurpassed high from the 1st tee to the last putt on the 18th green. The club hosted the PGA tour for the SEI Pennsylvania Open in 2000 and 2002 as well as numerous US Open qualifying and other regional Professional and Amateur tournaments. The club will be the site of the Pennsylvania Amateur in 2019.

Waynesborough Country Club is well equipped to host anything from a social party for 10 to a wedding of 250. No matter what type of event is being planned, Waynesborough's banquet and meeting facilities can accommodate an array of events. Whether it's a bridal or baby shower, a corporate gathering or cocktail party, an anniversary or birthday party, a rehearsal dinner or wedding reception, Waynesborough will provide the ideal setting for member's family and friends. The ballroom offers seating up to 250 people with a dance floor and an adjoining terrace. Although a private country club one is not required to be a member to host a wedding or event.

Waynesborough boasts exceptional amenities including a two-story Tennis Pavilion which houses a fully equipped Tennis Shop, 10 meticulously maintained Har-Tru tennis courts (six with lighting for evening play) and two hard courts. The professional tennis staff is committed to providing the highest quality Junior Tennis program in the area in addition to private and group lessons along with competitive programs and more casual clinics and round robins. A well-organized ladder system (doubles and singles) determines placement on the Club's eight teams in the Women's Inter-Club Tennis Association of Philadelphia. WCC also fields women's teams in the USTA's Philadelphia district league. For the men, Waynesborough has four competitive teams.

The Club has one of the top paddle programs in the Philadelphia area, with six courts and hosting men's and women's teams that offer interclub leagues and social events, clinics, and tournaments for all skill levels, year-round. Waynesborough boasts eight women's teams and six men's teams in MAPTA's (Metropolitan Area Platform Tennis Association) interclub leagues, and several of their junior players participate in tournaments on a national level.

Waynesborough was the proud host location of the 2017 APTA (American Platform Tennis Association) National Championships. The Club continues to be a participating site for other annual tournaments such as Men's and Women's PA State Championships, Mixed MAPTA, and the Philly Love Tournament.

The Swimming Pool and Grille are open from Memorial Day to Labor Day and offer swimming lessons, a superior competitive swim team program and casual dining. Our Swim Team has won the Philadelphia Country Club Swimming Association League Championship numerous times.

Chester County is home to many communities that comprise part of the western suburbs of Philadelphia and has highly rated public and private schools. Chester County is the highest-income county in Pennsylvania and 24th highest in the nation. Chester County/Philadelphia is a great place to live – combining “big city” access and economic vitality with incredible quality of life. It offers abundant leisure activities and a cosmopolitan vibe. It is home to many colleges and universities for talent-skilled labor development. The area has a vibrant business community noted for its leadership in the financial services, healthcare, advance manufacturing, distribution/trade, and corporate services industries, along with a thriving entrepreneurial business environment with strong job growth in technology.

VISION STATEMENT

Provide an Outstanding Member Experience, every time a Member and their guests are at the Club, maintaining a strong family focus for which we are traditionally known.

CLUB MISSION

- Enhance our reputation as a Contemporary Premier Full-Service Country Club providing exceptional facilities and services to our members;
- Cultivate a vibrant membership who takes ownership over the success and sustainability of the club from operational, fiscal and service oriented dimensions;
- Be the Country Club of Choice for prospective members;
- Provide premier facilities and dynamic amenities that are continuously improved for member enjoyment; and
- Promote an environment where employees are excited to work at WCC and support our vision.

WAYNESBOROUGH COUNTRY CLUB BY THE NUMBERS:

- 1965 Established
- \$7.3M Gross volume
- \$4.1M Annual dues volume
- \$2.5M F&B volume
- \$40,000 Initiation fee
- \$8,762 Annual dues
- \$4M Gross payroll
- 170 Employees (FTE) in season; 90 employees in off season
- 20,450 rounds of golf per year
- 12 Board members
- 56 – Average age of Members

WAYNESBOROUGH COUNTRY CLUB WEBSITE: www.wcc1965.org

GENERAL MANAGER/COO JOB DESCRIPTION

The General Manager/COO (GM/COO) has responsibility for all day-to-day operations of Waynesborough Country Club (WCC). S/he directs and administers all aspects of the operations to include amenities, staff, and all programs and activities to ensure outstanding service and member and guest satisfaction.

KEY ATTRIBUTES AND AREAS OF FOCUS

- The new GM/COO will embrace the Club's rich tradition while providing a vision for the future.
- The search will place particular emphasis on food and beverage excellence, communications and team development, driving organizational consistency, process and procedure development, financial management, technology deployment maintaining the highest level of service for all club offerings, and ensuring high levels of Member satisfaction.
- Continual visibility to Members and staff.
- Process driven leadership and mentorship.
- Strong leadership and strategic planning experience.
- Ensure a strong team through good hiring, training, communication, and developing a culture of teamwork.

BE A VISIONARY

- Must be a courageous thought partner for the Board, recognizing the importance of keeping WCC on the cutting edge of golf club excellence by having a keen understanding of current and future trends, demographics, legislative, economic, and social issues. S/he should be decisive and set aggressive goals and objectives to ensure the Club's current and future success.

FOOD AND BEVERAGE

- Assures excellent food and beverage production and service for all outlets.
- Review and revitalize the Banquet facilities and sales program
- Consistently provides superb dining and other food and beverage experiences for the Club members and guests.
- Develops and enhances consistent on boarding and training programs for all food service personnel, working as necessary with the managers directly responsible for those operations; has a passion and aptitude for teaching and training.
- Establishes and consistently enhances quantity and quality operating standards for personnel in areas of responsibility, and consistently evaluates their knowledge, understanding, and execution to these standards.
- Clearly understands the financial metrics for successful attainment of goals and objectives in F&B operations, and consistently reviews these expectations with his or her direct reports to ensure understanding and 'buy-in' from those contributing to their attainment.

FINANCIAL MANAGEMENT

- Must have sound financial management skills including the ability to oversee the preparation and management of the monthly reporting package and the annual operating and multi-year capital budgets supporting the strategic and tactical initiatives and expectations that s/he has established with the Board.
- Is ultimately responsible to ensure that appropriate safeguards and controls are in place for all WCC's primary assets (membership, staff, amenities, etc.), whether it is for physical safety purposes or for the protection and long-term financial success of the Club.

MEMBER RETENTION AND RECRUITMENT

- Must assist WCC's membership recruitment and retention efforts. It is very critical that s/he understands the local market and economy. The candidate has to be comfortable and competent being an integral and proactive part of developing relationships that lead to membership interest and/or business opportunities and is effective in orienting new members so that their initial experience with WCC results in constant use of the Club.

- Is a catalyst for identifying new programs/services and enhancing current ones for members and their guests to increase club usage, member satisfaction, and member retention.

STRATEGIC PLANNING

- In partnership with the Board, the GM/COO must lead the development of a strategic plan/business road map for the current and future success of the Club.
- Must be able to identify issues, needs, goals, and objectives to help ensure the perpetuation and continued viability of the Club.

MEMBER, BOARD AND COMMITTEE RELATIONS

- Ensure that member satisfaction is always the first priority. Provide sincere and visibly engaged leadership and interaction with all facets of the membership and their guests. Be a consistent and positive force behind the creation and continuous enhancement of all aspects of WCC. Must be visible and available to his/her membership. Recognize that the *Member Experience* and meeting the expectations of WCC members is of critical importance to his/her long term success.
- Active participant at Board and Club Committee meetings to set policies and strategies to achieve the Club's goals and objectives.

EMPLOYEE RELATIONS

- Recognize, respect, and support the contributions of key managers and staff. Ensure that appropriately skilled and competent departmental managers are in place for all key positions and that each of them does the same in their respective areas of responsibility. Set standards of performance for all departments, and hold them accountable for maintaining these standards within WCC, most especially in member service areas.
- Maintain an environment and overall atmosphere for management/staff that promotes and values appropriate and responsible contributions to the WCC's success. Ensure that all staff are focused on positive, supportive relationships amongst themselves and with the membership.

COMMUNICATION

- Will be a primary *two way* conduit for information exchange, and must be consistent, positive, and able to *engage* in this process. S/he must be a true listener who places great importance on personal interactions with all constituencies of WCC.
- Experience in developing a communication platform using contemporary media (website, apps, social media, etc.) is desirable.
- Is the primary verbal and written communicator of important information to members and staff, and recognizes that the ability to convey information in an articulate, well-conceived and well-written manner is of utmost importance.
- Believes in the power of proactive communication (i.e. orienting and culture setting) of members, staff, and guests to ensure the core values of the Club are being recognized and achieved.

CANDIDATE QUALIFICATIONS

- Will have a proven track record of strong general management skills with verifiable strengths in team development, financial performance, diverse recreational amenity management (golf, tennis, fitness, aquatics, family activities, etc.), quality food & beverage programming, exceptional member/guest service programming, strategic planning, renovations and project management, and the ability to consistently define and achieve goals and objectives.
- A minimum of 5-7 years of progressive leadership/management experience in an active, family-oriented, private, member-owned club environment.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor's Degree from a four-year university or college is highly desirable, preferably in Hospitality Management.

- In lieu of the degree, substantial private club or hospitality experience may be considered.
- Industry certifications preferred but not required, preferred designations: CCM, CCE, CMC, PGA

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA benefits, offers an excellent bonus and benefit package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process.

Prepare a thoughtful letter of interest in alignment with the above-noted expectations and requirements. Your letter should be addressed to **Mr. Robert Sullivan, Search Chairman**, and clearly articulate why you want to be considered for this position at this stage of your career and why Waynesborough Country Club and the Philadelphia area will be beneficial to you, your family, your career, and the Club, if you have the honor of being selected.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

For directions on how to upload your resume and cover letter [visit this page](#).

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Holly Weiss: holly@kkandw.com

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