



POSITION DESCRIPTION: Hospitality and Events Manager
Reporting to: Cromwell Golf Club Board
Date: May 2024

Key Purpose of the Role

The Hospitality and Events Manager (Manager) reports directly to the Board via the Chairperson. The principal role of the Manager is to maximise member's satisfaction by providing leadership in managing Events and associated Hospitality Services This includes promoting and growing the profile of the Club within the sport nationally.

The Hospitality and Events Manager coordinates all activity associated with the Golf Course from Bookings to Food and Beverage requirements to booking into Dot Golf (the Clubs bookings register) and communicating to the membership when the course is open or closed for programmed usage and events. The Hospitality and Events Manager will achieve this coordination by actively managing Greens Staff, the Director of Golf, Bar and Catering resources all of which are required to deliver a good experience for the Golfers involved.

Key Responsibilities:

Event Management - Expected Outcomes:

- Full oversight of the Golfing Calendar and the coordination of all services required to ensure the event is successful.
- Identification of catering contractors that can provide services for future events.
- Leading volunteer groups in the lead up to Tournaments.
- Management of the Course Green Keeping function and the relationship with the Club's Professional.
- Ensure the efficient operation of the Clubs Bar and Catering functions through staff management and forward planning. There will be a combination of staffed and outsourced requirements for these functions that will require coordination and oversight.
- Ensure full compliance with all relevant statutory legislation, including Employment, Health & Safety and Licensing.
- Management of the Clubs risk management framework by identifying potential risks and mitigation strategies.

Hospitality Services – Expected Outcomes:

- Coordinate Bar staffing in conjunction with the Bar Committee.
- Recruit and train staff required for the Bar and Food services.
- Manage the procurement of food products for resale.
- Provide recommendations to the Board on the future direction of Hospitality services.
- Attend monthly Board and Club Committee meetings and provide a written report on upcoming events.

Administration - Expected Outcomes:

- Monitor performance against operating budgets and take prompt and appropriate action to address variances.
- Assist with the development of an annual plan/budget to present to members.
- Ensure all supplier invoices accurately reflect goods and services procured.

Human Resources Management - Expected Outcomes:

- Management of all direct reports, including contractors across all functions; Green Keeping staff, Bar staff, Golf Operations, Membership Services and Administration.
- Effectively manage the performance of all Club employees and contractors by undertaking regular reviews and ensuring all issues are actioned promptly and effectively.
- Recruit, induct and develop staff.
- Ensure staff are given appropriate opportunities to develop skills, knowledge, and experience.
- Maintain accurate personnel records and associated data as required for good practice and audit inspection.

Marketing and Promotions - Expected Outcomes:

- Engage with and be visible with the membership to ensure that member's satisfaction is being maximised.
- Monitor customer/member satisfaction to ensure that all employees across the Club deliver excellent service.
- Identify and develop innovative programs and value-added services for all activities of the Club, including golf events and tournaments, social events, and external functions.
- Ensure that all promotional events are properly structured and resourced.
- Communicate effectively with external organisations, individuals, and agencies.
- Achieve membership growth and retention through effective marketing and business development opportunities.
- Pursue and secure sponsors of the Club with a view to developing beneficial relationships through initiatives such as course signage, tournament sponsorship and corporate days.
- Maintain existing sponsorship relationships including providing regular feedback.
- Prepare and oversee appropriate promotional material and communications including:
 - Website and other social media and online channels
 - Regular electronic communications with members
 - Competition notices and event promotions

Health and Safety

- Take responsibility for compliance with all Health and Safety requirements pursuant to the Health and Safety at Work Act 2015.
 - Ensure all health and safety issues are identified, recorded and promptly resolved to minimise potential hazards.
 - Personally model adherence to safe work practises.
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Person Specification

Experience

- Previous experience in a Hospitality and Event management role with demonstrable success in coordinating services.
- Previous experience managing staff, developing staff, and building successful workplace culture.
- An understanding of and/ or a genuine interest in Golf would be an advantage.

Skills/Competencies

- Strong marketing and communication skills – a natural leader and influencer.
- Strong interpersonal, relationship, influencing and negotiation skills.
- Strong commercial acumen and customer focus
- A good working knowledge of Point of Sale systems.
- Excellent written and oral presentation skills
- Ability to plan and organise well, multitask, and deliver on promises.
- Sound judgement and a tactical and pragmatic approach to solving problems.
- Ability to sustain a high level of energy and composure during times of pressure and when leading others.
- Able to demonstrate credibility and presence within the Club with members and with external stakeholders.
- Proven networking and relationship building skills.