

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: BIRMINGHAM ATHLETIC CLUB BLOOMFIELD, MI

GENERAL MANAGER/COO OPPORTUNITY AT BIRMINGHAM ATHLETIC CLUB

We are leading the search for a new General Manager/COO at the Birmingham Athletic Club (BAC). This is an excellent opportunity for an inspirational leader to guide a dynamic family club in the heart of a beautiful community. The ideal candidate must be able to lead with vision and have a track record of accomplishment in previous positions. As the name implies, she or he must know how to build and develop a team spirit throughout operations. The candidate must possess an attractive and natural humility, be unabashedly member-focused, and be insatiably curious about how to be the best club for BAC members.

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

BIRMINGHAM ATHLETIC CLUB AND COMMUNITY

The Birmingham Athletic Club is in Bloomfield, Michigan. The BAC is recognized as one of the finest suburban racquets and sports clubs in the United States. The club is family-focused and cultivates an environment that fosters healthy and ongoing social and athletic interaction between individuals and families.

The BAC was established in 1955 by a group of area residents interested in developing a private family club centered on athletics and social events. While the clubhouse was originally built in 1960, the BAC has evolved from its early days when it consisted of a cabana, pool, and tennis and squash courts. Today, the club offers a dynamic array of dining and banquet options in a beautiful setting making the club a strong social center for members. The club offers sports and activities for all skill levels and age groups. The BAC hosts several thriving racquet programs including tennis (on Har Tru courts), paddle and pickleball (on four courts), squash (on five international courts and one doubles court), a top-tier, state-level swimming program, and fitness and wellness center.

Bloomfield, Michigan is a beautiful, affluent area 20 miles NE of Detroit that is considered one of the safest places to live in the United States. A great area to raise a family and take advantage of the lower cost of living and excellent schools.

BIRMINGHAM ATHLETIC CLUB BY THE NUMBERS

- There are approximately 633 members in all categories.
- \$25,000 Initiation fee all members
- Annual Dues - \$7278
- Annual Dues volume approximately \$2.7M
- Capital Dues - \$75 per month
- Gross revenues from all sources are approximately \$6.5M
- 60 Employees (FTE); 80 Employees (PTE)
- Club POS system; Restaurant Manager
- Back Office System - TAI
- The average age of members is 54
- A substantial capital project is in the planning stages and includes improvements to outdoor space including Terrace Dining, and Tiki Bar renovations, as well as improvements to tennis, paddle courts, and pickleball. Start dates and estimated costs have not yet been finalized.

BIRMINGHAM ATHLETIC CLUB WEBSITE: www.bacmi.net

GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION OVERVIEW

The General Manager/COO (GM/COO) of the Birmingham Athletic Club leads the Club to achieve the vision and brand promise established by the Board of Directors. The GM/COO is responsible for all staff and for the creation and implementation of service standards and processes that assure a high-quality club experience.

A primary objective is for the GM/COO to represent the club to all constituencies, including the external community. The GM/COO ensures that goals and objectives are defined, understood, evaluated, and enhanced on a continuous basis. The GM/COO works in partnership with the Board of Directors to serve the membership.

The GM/COO should have a visible and respectful presence with the membership, must be an exceptional communicator, possess excellent personal interactive skills, and have the maturity to instinctively know how to make members and guests feel that they are consistently treated in a gracious manner. Further, he or she must be able to communicate these expectations to staff with diverse backgrounds and get them to understand and execute to those expectations. The club prides itself on the compatibility and congeniality of its membership and the GM/COO must epitomize this style of leadership.

The GM/COO is expected to be present at the club as its "face," managing operations during regular business hours as well as during busy evening and weekend private party and club functions.

The GM/COO takes personal ownership of operations, being especially aware of the physical plant and overall presentation of the operation and the need to be consistently member ready in both appearance and service.

MEMBER RELATIONS

- Actively and visibly present throughout the operation.
- An engaged leader setting a standard of professionalism who is comfortable interacting with members and staff.
- Is a thought partner with the Board of Directors identifying new programs and services for members and guests, designed to increase usage and/or enjoyment of the club's facilities.
- Recognizes that all BAC amenities are unique and must be well-maintained, and that the primary mission is to determine and ensure that quality service and product levels are provided, and that the BAC team consistently supports this goal and delivery.
- The GM/COO recognizes that quality food and beverage operations are primary drivers of the club and, as such, need to be commensurate with member expectations.
- Ensures that members have consistent opportunities to provide input, suggestions, observations, and concerns about all aspects of the club and that he or she, in turn, has multiple opportunities for respectful and engaged communication back to each constituency.

PERSONAL TRAITS

- Exhibits the highest degree of integrity.
- Readily takes responsibility.
- Is a thoughtful leader.
- Is humble in demeanor.
- Is patient.

COMMUNICATIONS

- Is sincerely and visibly engaged throughout the operation and, most specifically, in the dining rooms during periods of active usage to be personally connected with members and staff.
- Exceptionally strong communication and facilitation skills, both written and verbal.
- Possesses an appropriate personal presence, and a desire and ability to interact effectively before diverse constituencies of members, staff, vendors, and other people who are part of the BAC's success.
- Places great importance on staff communication and understanding, especially as it relates to the club's primary mission and goals, essentially being the protector and promoter of the BAC brand.
- The GM/COO is a mentor, dedicated to overseeing the professional development of Department Leader and the BAC staff.

- The GM/COO continuously seeks ways of improving staff knowledge, skills, and consistency in delivery by recognizing that a well-informed staff is respected, enabled, and more effectively able to meet member expectations.
- Clearly understands and enjoys recognizing BAC members, their families, and guests, and believes in the concept of sincere and engaged interaction.
- The GM/COO is a primary two-way conduit for information exchange. The GM/COO must be consistent, positive, and able to listen in this process.
- Gathering and disseminating information/data is critically important to help determine the long-term, majority interests and desires within the club, as well as to promote Board initiatives and to dispel incorrect information from being passed among members and staff.
- Is the primary verbal and written communicator of necessary and important information for members and staff and recognizes that the ability to convey information in an articulate, well-conceived, and well-written manner is of utmost importance.
- Is responsible for ensuring frequent and ongoing communications with members regarding updates, issues, and upcoming marketing of events via email, letters, and monthly newsletters.
- The GM/COO is also responsible for gathering information and feedback from members via annual surveys and service and topic-specific mini-surveys.
- Coordinates a program designed to ensure associates execute a high degree of member recognition, as well as developing and using member preferences and profiling programs designed to meet and/or exceed their expectations of the club's dining experience.
- Is regularly focused on the details of success in BAC operations to ensure that consistently high levels of service delivery are executed.

ORGANIZATIONAL STRUCTURE

Birmingham Athletic Club operates under the General Manager/Chief Operating Officer organizational structure. The GM/COO reports to the President of the Board of Directors. All BAC functions and professionals report to the GM/COO, and include the following direct reports: Operations Manager, Controller, Executive Chef, Athletic Director, and Facilities Director.

The GM/COO provides support and guidance to all Club Committees, which are voluntary and advisory to the BAC's Board of Directors.

CANDIDATE QUALIFICATIONS

A minimum of 5 years of verifiable, progressive leadership and management experience in an active, private member-focused club or a premiere hospitality environment. NOTE: Those current Assistant General Managers or Club Managers at clubs or in the hospitality field, with verifiable records of achievement, will be considered for this role.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A bachelor's degree from a four-year university or college, preferably in Hospitality Management. Certified Club Manager (CCM) designation preferred.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefit package including association membership.

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. Please be sure your image is not present on your resume or cover letter; that should be used in your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Mr. Faris Ahmad, President, and the Birmingham Athletic Club Search Committee. and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career and why BAC and the Bloomfield Hills, MI area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than August 26, 2024. Candidate selections will occur early September with first Interviews expected in mid-September and second interviews a short time later. The new candidate should assume his/her role in late October 2024.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Birmingham”

(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.

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

If you have any questions, please email Katy Eliades: katy@kkandw.com

Lead Search Executive:

J.G. Ted Gillary, CCM, CCE, ECM, CMAA Fellow

Search & Consulting Executive

313-220-6140 (M) – Beverly Hills, MI

ted@kkandw.com