

**General Manager Profile
Seacoast Shores Association Inc
East Falmouth, MA**



General Manager Opportunity at Seacoast Shores Association Clubhouse Facilities

The General Manager (GM) at Seacoast Shores Club will lead with a dynamic approach, collaborating with the association Board to create strategic growth initiatives, engaging community involvement, and an unwavering commitment to exceptional member experiences. With a strong background in sales and marketing, the GM will be responsible for impactful membership growth strategies that engage the neighborhood community. By building valuable partnerships and employing innovative promotional tactics, the GM will ensure membership offerings are both appealing and relevant.

In addition to marketing expertise, the GM will bring a fresh perspective, utilizing club facilities to introduce new programs and activities that enhance the club experience. They will work closely with staff and members to continually enhance amenities and events to provide member value and attract new members. The GM will also prioritize creating a warm and inviting atmosphere, where members feel connected and inspired to engage socially, making the club feel like a second home.

Finally, a strong focus on the culinary experience will be central to the GM's role, ensuring member satisfaction is positive and that the club consistently delivers a high-quality experience.

ESSENTIAL JOB FUNCTIONS

The GM will play a pivotal role in fostering a member-focused environment that aligns with the club's values and strategic vision.

Leadership Skills:

- Proven and effective leadership.
- The GM must demonstrate strong abilities to guide the team, inspire staff, and ensure smooth operations across all club functions.

Food & Beverage Operational Excellence:

- Efficient and effective management of food and beverage operations is crucial. The GM should focus on transforming the dining experience in terms of selection, quality, service, and financial performance to enhance member satisfaction.
- Implement transformative changes, particularly in dining services is important for achieving improved quality and financial outcomes.

Improvement in Food and Services:

- Elevate the quality of food offerings by collaborating with kitchen and service teams to develop seasonal menus and improve service standards.
- Monitor member feedback on food and services and address areas of concern promptly to exceed member expectations.
- Increase the frequency of meals served by promoting dining events, specials, and holiday menus to members.
- Coordinate with the chef and kitchen staff to ensure a consistent, high-quality dining experience that drives repeat visits and positive word-of-mouth.

Membership Engagement and Growth:

- Proactively engage with members and potential members, making attempts to attract nonmember neighbors to engage in activities.
- Develop and execute membership growth strategies, including outreach event programs, member referral incentives, and community events to showcase club events.
- Collaborate with the membership committee to enhance member participation in events, programs, and club activities, strengthening community ties and retention.

Financial Performance:

- Oversee all aspects of club finances, with a strong focus on achieving operational break-even in food and beverage services.
- Work with the Board to establish and monitor budgets, ensuring that financial goals align with the club's vision.
- Implement strategies to increase clubhouse revenue through enhanced food and beverage offerings, special events, and targeted marketing initiatives.
- Continuously review and optimize operational expenses to maximize financial performance and efficiency.
- Engage and educate the benefits of membership within the Seacoast Shores Community.

Staff Motivation and Team Environment:

- Build a motivated, service-oriented team by fostering a culture of respect, collaboration, and accountability.
- Set clear goals and expectations for staff and conduct regular training sessions focused on professional development and member service excellence.
- Recognize and reward staff achievements, encouraging a positive work environment that enhances employee satisfaction and retention.
- Address any interpersonal or performance issues promptly to maintain a harmonious and productive team environment.

Positive Feedback and Surveys:

- Develop and implement regular feedback mechanisms, including end-of-season surveys, to measure member satisfaction and identify areas for improvement.
- Actively respond to member concerns or suggestions, demonstrating a commitment to continuous improvement.
- Share survey results with the Board and staff, using them as a basis for refining services and strategies.
- Strive to increase positive feedback year-over-year by addressing key feedback themes and making tangible improvements based on member input.

Candidate Qualifications

- Previous management experience, preferably in a private club setting including food and beverage experience preferred.
- A verifiable record of successful financial management.
- A verifiable record of the development of staff and intuitive mentoring.
- Proficient in Point of Sale systems, Microsoft Office, and any other hospitality applications that effectively enhance the operation and member dining experience.

Educational Requirements

- A bachelor's degree is preferred with a focus on business management or hospitality management.
- Industry affiliations with CMAA are preferred.

Instructions for applying:

Please send cover letter outlining your interest and readiness for the position, a resume, references, and salary requirements to: Dave Smith david.smith@rocklandtrust.com; Daniel Frawley Dfrawley7@gmail.com