

HEAD PROFESSIONAL PROFILE: THE HERTSMERE HERTFORDSHIRE, UK

HEAD PROFESSIONAL OPPORTUNITY AT THE HERTSMERE

To lead and inspire The Hertsmere's Golf Academy team in delivering exceptional and innovative golf coaching while creating an inclusive, engaging environment that appeals to and attracts a diverse range of golfers. The Hertsmere is a leading venue that offers a progressive outlook on golf. The new Head Professional will lead the Golf Academy coaching team to deliver a unique and engaging range of golf programmes that complement our modern philosophy that golf should be fun for everyone.

ABOUT THE HERTSMERE

The Hertsmere offers a premier golfing and leisure experience in North London, combining professional-grade facilities with a warm, welcoming atmosphere. Its expertly designed 18-hole course's centerpiece provides an engaging challenge for golfers of all abilities. The state-of-the-art driving range features 26 flood-lit bays equipped with Toptracer technology, enhancing practice sessions with interactive elements and precise ball-tracking.

The golf academy, led by qualified PGA Professionals, offers expert instruction and fosters skill development in a supportive environment. The Hertsmere prides itself on nurturing a sense of community among golf enthusiasts while maintaining a high standard of play.

With a premium restaurant and bar named "Script," the food and beverage experience caters to a diverse audience of golfers, special events, and elevated casual diners. With its stunning course views, the restaurant provides an elegant setting for all occasions, complemented by a refined menu and carefully crafted cocktails.

The Hertsmere's commitment to excellence extends to its inclusive atmosphere, ensuring a quality experience accessible to all visitors. Whether for a serious game, a casual outing with friends, or a family gathering, The Hertsmere provides a versatile venue where professionalism meets hospitality.

THE HERTSMERE BY THE NUMBERS

- Annual Total Revenue – 2023: £ 1,772,112; 2024 Q2 YTD: £1,173,613
- Green Fee Revenue – 2023: £ 683,099; 2024 Q2 YTD: £409,704
- Driving Range Revenue – 2023: £291,906; 2024 Q2 YTD: £192,928
- Lesson Revenue – 2023: £133,162; 2024 Q2 YTD: £58,924
- # Rounds of Golf Annually – 27,000
- # Balls hit on driving range in Q1 and Q2 2024 – 2.15 million
- Retail Revenue – 2023: £168,017; 2024 Q2 YTD: £73,091
- # Employees - Club (FTE) – 29
- # Employees - Club (Casual) – 25
- Facility POS System - IntelligentGolf, Tevalis

THE HERTSMERE WEBSITE: www.thehertsmere.co.uk

SCRIPT AT THE HERTSMERE WEBSITE: www.scriptrestaurant.co.uk

HEAD PROFESSIONAL JOB DESCRIPTION

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Leadership and Team Management

- Lead, mentor, and develop a team of golf coaches
- Create and maintain a positive, motivating work environment
- Conduct regular team meetings and performance reviews
- Collaborate with the Director of Golf on staffing and recruitment

Golf Instruction and Program Development

- Design and implement innovative, inclusive golf instruction programs for all skill levels
- Personally conduct individual and group lessons.
- Develop bespoke clinics and workshops (e.g., women's golf, junior golf, corporate events)
- Utilize the Top Tracer technology to enhance instruction and player development.

Golf Academy Management

- Oversee daily operations of the Golf Academy
- Manage the academy's schedule, ensuring efficient use of facilities and staff.
- Maintain equipment and technology used in instruction
- Implement and maintain safety protocols for all academy activities

Customer Service and Engagement

- Ensure high levels of customer satisfaction through personalized service
- Build relationships with members and regular clients, and welcome new clients equally
- Address and resolve customer concerns promptly and professionally
- Create a welcoming, inclusive atmosphere for golfers of all backgrounds and skill levels

Marketing and Promotion

- Collaborate with the marketing team to promote Golf Academy programs
- Develop creative initiatives to attract new golfers and retain existing ones
- Represent the Golf Academy at local events and community outreach programs
- Contribute content for social media and the academy's website

Financial Management

- Work with the Director of Golf to set and achieve revenue targets for the Golf Academy.
- Monitor and control expenses related to academy operations
- Propose new revenue-generating ideas and programs
- Ensure yield management and profitability

Continuous Improvement

- Stay current with the latest golf instruction techniques and technologies
- Attend professional development seminars and workshops
- Provide feedback and suggestions to improve overall golf operations

CANDIDATE QUALIFICATIONS

- PGA qualification, preferably advanced, with a proven track record in golf instruction
- Minimum five years of experience in golf coaching, with at least two years in a leadership role
- Proven ability to develop and implement successful golf instruction programs
- Excellent communication and interpersonal skills
- Strong leadership and team management abilities
- Creative and innovative approach to golf instruction and program development
- Proficiency with golf instruction technology, including Top Tracer systems
- Customer-focused mindset with a passion for growing the game of golf
- Ability to work flexible hours, including weekends and evenings

KEY CANDIDATE CHARACTERISTICS

- Visionary Leadership: Ability to inspire and guide a team towards a shared goal

- Instructional Expertise: Deep knowledge of golf techniques and ability to teach effectively
- Customer Focus: Genuine passion for customer service and relationship-building
- Innovation: Creative approach to golf instruction and program development
- Business Acumen: Understanding of financial management and growth strategies
- Communication: Excellent interpersonal and presentation skills
- Adaptability: Openness to new ideas and ability to thrive in a changing environment
- A strong understanding of social media and knowledge of content creation
- Fun and engaging personality that resonates with a diverse clientele
- Progressive mindset with a drive to push boundaries in golf instruction
- Passionate about growing the game of golf and making it accessible to all
- Customer-centric approach with a genuine interest in golfers' development
- Energetic and motivational leader who brings out the best in their team
- Tech-savvy with enthusiasm for incorporating new technologies into instruction

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience.

INSTRUCTIONS ON HOW TO APPLY

Please upload your CV 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 Director of The Hertsmere, Stuart Ritchie, and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why The Hertsmere and the Elstree 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 Friday, 25th October 2024. Candidate selections will occur in mid-October 2024, with the first Interviews expected in October 2024 and the second interviews a short time later.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Hertsmere-HP”

(These documents should be in Word or PDF format)

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

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

If you have any questions, please email Patty Sprankle: patty@kkandw.com

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