



Assistant Manager, Golf Course

SALARY GRADE: 20

PURPOSE OF POSITION: To assist in the management, supervision and administration of the City of Sarasota's municipal golf courses. To represent the Manager, Golf and the Department to the City Commission, the City Manager, other governmental entities, and/or the general public, as appropriate. Primary responsibility for marketing, promoting and advertising the municipal golf courses.

ESSENTIAL FUNCTIONS:

- Acts as Manager, Golf as assigned.
- Assists the Manager, Golf with planning, directing, managing, supervising and evaluating all golf course programs, activities, staff, and division priorities.
- Manages employees of the golf course including hiring new employees, conducting performance reviews, disciplining employees, building teams and coaching for employee's personal growth.
- Develops active and effective public relations programs for the purpose of stimulating community interest, pride and enthusiasm relative to the courses and their operation.
- Maintains courteous relationships with the public, vendors, contractors, and anyone served by the various facilities and to tactfully and efficiently respond to complaints, concerns, and problems that may arise.
- Communicates marketing and advertising progress regularly to the Manager, Golf Course.
- Reports emerging issues immediately to get direction and feedback from the Manager, Golf Course.
- Monitors operating budget for marketing & advertising and provides reports and updates on a regular schedule to the Manager, Golf Course.
- Will act as the main contact for marketing and promotions for the golf course.
- Conducts marketing and financial planning of the Golf Operations.
- Develops ideas and concepts for the planning and promotion of City sponsored events.
- Takes the lead in the planning and operation of special events, tournaments, leagues and clinics.
- Promotes usage of the municipal golf courses.
- A practical knowledge of the game of golf.
- The intent of this class description is to provide a representative summary of the types of duties and responsibilities that will be required of classifications given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Incumbent may be required to perform job-related tasks other than those specifically presented in this job description.

JOB BASED COMPETENCIES:

- Knowledge of City and Bobby Jones Golf course regulations, rules, and procedures to the maintenance and operation of all aspects of the municipal golf courses
- Knowledge of the game of golf and best modern practices in golf course operations
- Knowledge of statistical concepts and methods, basic cash handling and bookkeeping principles and procedures and point of sales and inventory control systems.
- Knowledge of marketing and advertising techniques.

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- Knowledge of budgeting and fiscal principles, practices, procedures and methods.
- Knowledge of Microsoft Office Suite products.
- Ability to maintain accurate files and records and prepare reports from such records.
- Ability to communicate effectively and clearly both orally and in writing.
- Ability to identify problems and to initiate solutions and/or corrective measures.
- Knowledge of public administration and management.
- Knowledge of research techniques and of the available sources of information.
- Ability to make sound decisions in accordance with rules, regulations and established policies and procedures.
- Ability to analyze facts and to exercise sound judgment and to arrive at conclusions.
- Ability to understand and to follow complex oral and written instructions.
- Ability to understand, operate and develop computer management programs necessary to the ongoing operation of the Department.
- Ability to establish and maintain cooperative and effective relationships with the general public, City officials, and City employees is also essential.
- Ability to work changing and irregular shifts, nights, weekends and holidays.

PUBLIC CONTACT: Contacts are an essential component of this position. This employee acts as a City and Department representative to the public. The incumbent interacts frequently with officials and employees, vendors, contractors and members of community-based groups in both the public and private sector and other members of the public. Public interactions usually occur in response to inquiries about assigned project activities, City planning programs or similar issues. Contacts are for the purpose of obtaining and furnishing information, providing interpretations and explanations, responding to complaints, etc. Substantial diplomatic skill is required to deal credibly and effectively with the public and employees. Frequent public speaking to large & small groups is required.

ORGANIZATIONAL STATUS: Under the direction of and responsible to the Manager, Golf Course.

SUPERVISION EXERCISED: Assigns and directs the work of employees at the Municipal Golf Courses, including both ground maintenance and food/beverage concessionaires, upon direction from Manager, Golf Course

PHYSICAL REQUIREMENTS: This is light work requiring exerting up to 20 pounds of force occasionally and up to 10 pounds of force frequently. Work requires considerable physical activity including walking, lifting, reaching, stooping, pulling, grasping, balancing, climbing, kneeling, standing, and crouching. Incumbent is subject to inside and outside activities with a variety of weather changes, noise, vibrations, job hazards, and atmospheric conditions. Position requires visual acuity for reviewing, checking, preparing, maintaining written and computer files. Incumbent is required to have sufficient hearing to accurately perceive information at normal spoken word levels. Manual dexterity to operate standard office, data entry, and word processing equipment is required.

MINIMUM QUALIFICATIONS:

<p>Asst Manager, Golf Course</p> <p>Job Code: 06.01 Salary Grade: 20 FLSA Status: Exempt Union: Non-Represented</p>	<ul style="list-style-type: none">• An Associate Degree from an accredited college or university with major course work in business administration, sports management, marketing or related field• Three (3) years of experience in sports management, marketing or related field which much include at least one (1) year's experience in similar golfing operations; or the equivalent in education, training, and experience, which would provide the necessary knowledge, skills and abilities.• A thorough understanding of the operation of a municipal golf course with restaurant and liquor facilities is essential.• Completion of Professional Golf Association (PGA) courses leading to the title of PGA Professional is preferred.• Possession of and ability to maintain a valid State of Florida Driver's License is required.
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TRAINING REQUIREMENTS: ICS 100 and IS 700, AED/CPR First Aid certified.