

GOLF SHOP MANAGER – Highlands Links Golf Club

The Golf Shop Manager is responsible for promoting and maximizing the "Customer First" store culture at the golf course while at the same time working to ensure a consistent experience throughout the Keltic Lodge, Spa at Keltic and Highlands Links Golf Club. Maintaining our reputation as a premium destination requires all areas of the operation to work together.
www.kelticlodge.ca

The successful candidate will exhibit sound reasoning and accurate judgment in the decision-making process with the ability to alter approach, develop alternative solutions and manage the daily operations of the golf shop, tee sheet and course activities. The Golf Shop Manager will be responsible for maximizing sales, tee sheet use, and profitability, proactive staff development, controlling expenses and shortages along with GolfNorth Properties Inc. brand standards. The Golf Shop Manager manages the day to day operation of the store, whilst ensuring costs are contained within targets; maximizing store profitability by promoting sales within the shop, ensuring that a high level of customer service is delivered at all times and managing any issues that could arise with dissatisfied customers. The Golf Shop Manager coaches and motivates the team to deliver all targets, and leads by example.

Job Duties

- Ensure that the policies and procedures of the golf shop are enforced.
- Prepare the employee work schedule ensuring that the golf shop is properly staffed to handle the customer load, and other activities such as receiving new shipments.
- When necessary, resolves customer complaints to the customers satisfaction in a timely manner.
- Establish golf shop cleanliness and appearance levels, and make certain that the golf shop personnel maintain the facility to those established criteria.
- Establish and monitor the product displays in the Pro Shop.
- Maintain strong inventory and purchasing control policies and procedures.
- Develop plans to accomplish long and short-term goals for the golf shop.
- Work with reporting personnel to accomplish established goals toward the continuance and the growth of the golf shop.
- Ensure each customers receives exceptional "Customer First" service, by providing a customer friendly environment, which includes greeting and acknowledging every customer, maintaining outstanding standards.
- Develop, communicate and implement plans to maximize sales, to meet or exceed goals and objectives throughout the store, especially in designated departments.
- Control shrinkage, expenses, and payroll, while ensuring sales floor is adequately stocked, signed, and merchandise is displayed to brand presentation.
- Ensure execution of all visual merchandising programs, modules and direction, as dictated by GolfNorth Properties and the Regional Manager, by assisting and implementing floor moves, merchandising and display maintenance.
- Foster an open and honest team environment, receive and disseminate direction, ideas and changes to all store levels and appropriate business partners, while continually

evaluating and reacting to performance issues; actively recruit for all team positions within the store.

- Ensure compliance with all policies and procedures through regular meetings, store walk-through and audits.
- Address challenges, issues and opportunities in a direct, timely and constructive manner, partnering appropriately with Human Resources as needed.
- Administer GolfNorth Properties Inc. policies and procedures fairly, taking timely and appropriate actions to ensure compliance.
- Seek and receive feedback in a positive manner in order to facilitate and execute future behaviours, build upon opportunities for improvement, and effectively meet company goals and initiatives.
- Act proactively in seeking and sharing current and accurate knowledge, as it pertains to all GolfNorth Properties Inc. products and services.
- Manage and motivating team to increase sales and ensure efficiency.
- Manage stock levels and making key decisions about stock control.
- Analyze sales figures and forecasting future sales volumes to maximize profits.
- Analyze and interpreting trends to facilitate planning.
- Use information technology to record sales figures and for data analysis and forward planning.
- Deal with staffing issues: interview potential staff; conduct appraisals and performance reviews; and provide or organize training and development.
- Ensure standards for quality, customer service and health and safety are met.
- Resolve health and safety, legal and security issues.
- Organize special promotions, displays and events.
- Tour the sales floor regularly, talking to colleagues and customers, and identify and resolve urgent issues.
- Maintain awareness of market trends in the retail industry, understanding forthcoming customer initiatives, and monitoring what local competitors are doing.
- Initiate changes to improve the business, e.g. recommend revision to opening hours to ensure the store can compete effectively in the local market.
- Perform any other duties as necessary.

Requirements

- Completion of high school and College/CEGEP/vocational or technical training.
- Golf course management degree/diploma preferred.
- Demonstrated service orientation
- Extensive knowledge of golf.
- Minimum of 3 years work experience in the golf retail industry.
- Minimum of 1 year work experience in a supervisory role in a retail environment.
- Proven excellent customer service skills.
- Management experience preferred.
- Excellent time management and prioritization skills.
- Demonstrated ability to train and motivate staff.
- Skills to monitor and asses staff performance.
- Basic office administration skills.

- High level of proficiency with Microsoft Office productivity suite
- Highly effective teamwork skills.
- Able to effectively communicate both verbally and in writing.
- Strong customer service and troubleshooting skills.
- Politically and culturally sensitive.
- Able to plan and organize work effectively and ensure its completion.
- Well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills.
- Ability to learn and adapt to sales software quickly.
- Professional, responsive, and positive work attitude is essential.
- Meticulous records maintenance skills.

Work Conditions

- Some travel may be required.
- Ability to attend and conduct presentations.
- Manual dexterity required to use desktop computer and peripherals.
- Overtime as required.