

GOLF OPERATIONS MANAGER
NF-1101-03

INTRODUCTION

Works under the general supervision of the Regional Golf Operations Manager and is responsible for the supervising, planning, coordinating and managing the day-to-day operation of golf pro shop, driving range, golf cart rentals, cart storage, starters, course marshals, club rentals, resale operations, tournament play and special events. Responsible for the development and enforcement of regulations governing the Golf Program.

MAJOR DUTIES AND RESPONSIBILITIES

1. Directs, coordinates and supervises pro shop, driving range, golf cart rentals, cart storage, starters, course marshals, club rentals, resale operations, tournament play and special events.
2. When certified by PGA, will provide private instructions to individuals and groups in all facets of the game of golf including rules, etiquette, club selection and use, strategy, match and tournament play and apparel. Represents the department as a player in various tournaments.
3. Establishes and maintains adequate stock levels, requisitions merchandise such as: golf equipment, mens' and ladies' apparel, range balls, tees, etc., and ensures that established receiving and issuing procedures are followed. Ensures proper display, pricing and sale of a wide assortment of merchandise. In conjunction with the Contracting Officer, ensure timely stock replenishment of merchandise ordered and/or special orders.
4. Responsible for maintaining a reservation system in compliance with established practices, policies and local instructions. Monitors and reviews procedures to ensure fairness and courtesy. Ensures priority is given to all active duty military personnel and retirees. Resolves complaints promptly and fairly. Ensures customer compliance with the operational and safety requirements of golf carts.
5. Promotes maximum utilization of the Golf Program. Publicizes activities, ensuring maximum effectiveness in attracting and

motivating participants and in providing the widest possible range of activities in terms of interest and needs. Responsible for developing program promotional materials.

6. Coordinates the planning, developing and executing of special events including golf field days, tournaments, invitationals, special promotions, leagues and related events.

7. Responsible for a corrective and preventive maintenance program on equipment, vehicles and carts. Works with the Golf Course Superintendent to plan, schedule and ensures maintenance and repair work is accomplished in a timely manner.

8. Maintains liaison with top management by keeping the Regional Golf Operations Manager apprised of important developments within the Golf Operations Division. Conducts thorough and comprehensive inspections and evaluations of the golf program and analyzes specific problems and/or conditions and makes recommendations.

9. Develops and establishes budget criteria for the Golf Operations Division. Analyzes financial data, reviews budgets and submits reports and recommendations to the Regional Golf Operations Manager. Ensures financial integrity is maintained for the operation and required reports and records are properly maintained.

10. Attends conferences and meetings in relation to golf operations matters at other locations as required by the Regional Golf Operations Manager.

11. Establishes and maintains an adequate safety program to ensure all hazardous materials are properly stored, applied and disposed. Ensures compliance with fire, safety and security regulations.

12. Provides for adequate staffing, effective training and supervision of subordinate employees; informs staff of required operational policies. Evaluates personnel performance, initiates disciplinary action and recommends other appropriate personnel actions.

13. Carries out EEO policies and communicates support of these policies to subordinates. Assures quality in determining selections, assignments, training, promotions, details,

qualifications, discipline and awards to employees. Cooperates and participates fully in the development of an EEO affirmative action plan and its effects regarding staffing, motivation and training to develop all employees. Ensures that minorities and women are considered for training opportunities and are also nominated/appointed to boards and committees. Coordinates efforts with EEO officials during the development of policies.

SUPERVISORY DUTIES

Supervises all Pro Shop and outside staff to include NF-0189-01 Recreation Aids and NF-0189-02 Recreation Assistants. Responsible for training, supervising and scheduling. Work is reviewed for accuracy, timeliness and compliance with objectives and goals.

FACTOR I - KNOWLEDGE REQUIRED BY THE POSITION

Three years of specialized experience in a Golf Pro Shop environment.
Must be actively pursuing a PGA Class A status.
The incumbent must possess an extensive and detailed knowledge golf pro shop operations, principles and practices.
Must have knowledge of golf equipment and apparel.
Knowledge and ability of inventory procedures and controls.
Ability and knowledge of merchandise and visual displays.
Knowledge in the principles of accounting, budget preparation, forecast needs and financial management.
Ability to plan assigns and supervises subordinate employees.
Ability to maintain reports and records.
Must be able to work independently and make sound decisions and judgment based upon facts.
Must have acquired appropriate experience and training which clearly shows the possession of necessary skills, knowledge and the ability to effectively perform the duties of the position.
Must be able to make favorable personnel contacts with all levels of management personnel, operating officials and department personnel.
Must have extensive experience in a supervisory capacity and have leadership ability to be able to influence the actions of others in obtaining cooperation and assistance to meet the mission of the Golf Operations Division.
Must be able to encourage the maximum number of personnel to participate in MWR golf programs.
Ability to follow verbal and written instructions.

Ability to communicate effectively with others.

FACTOR II - SUPERVISORY CONTROLS

Works under the general supervision of the Regional Golf Operations Manager who outlines overall policy and program objectives. The incumbent works independently within the framework of program objectives, policies and procedures established by the Bureau of Naval Personnel (BUPERS), Golf Professional Association (PGA) and higher authority. Work is reviewed in terms of accomplishing goals, objectives and satisfaction of program needs for authorized patrons.

FACTOR III - GUIDELINES

Guidelines used consist of a variety of sources in planning, managing, developing, and other policies and guidelines from higher authority related to golf course management in support of a full range of golf programs and the efficient and effective use of internal and external resources. Specific guidelines concerning broad responsibilities for planning and coordinating activities are not available. The incumbent must use initiative and judgment in the interpretation of policies or regulations and in developing new or improved criteria when existing guidelines are lacking applicability. The incumbent is the technical authority on the interpretation of guidelines, policies, rules and regulations covering golf program operations. The incumbent must formulate management techniques or practices to accommodate unique or special problems. The work also requires development of alternative procedures and guidelines to supplement higher guidelines.

FACTOR IV - COMPLEXITY

The work consists of assignments that involve planning, managing, developing, improving, and coordinating of work forces and resources; negotiating with patrons on program matters and problems; and providing expert advisory services to management, technical and supervisory personnel within the DoD Component and in the golf program industry regarding military golf program operations. Assignments are diverse in nature and cover a number of unique or special problems or projects. The incumbent makes recommendations concerning changes in program needs.

FACTOR V - SCOPE AND EFFECT

The work involves the development of plans, criteria and policies to include serving in a technical and advisory capacity for all matters related to the management and day-to-day operation of golf program matters and resources. The incumbent works independently resolving a variety of problems, difficulties, conflicts or issues related to the application and coordination with major program functions within Golf Course Operations and patron needs and satisfaction.

FACTOR VI - PERSONAL CONTACTS

Personal contacts include local MWR Facilities Maintenance Specialist (Structural); Site Managers; private and public Golf Operations Managers; base safety, environmental, hazardous waste and fire officials; local MWR personnel; patrons; community groups or officials; Golf Course Advisory members; Mens and Women's Clubs; vendors; contractors and others. The contacts are not established on a routine bases.

FACTOR VII - PURPOSE OF CONTACTS

The purpose of these contacts is to ensure efficient planning, exchange of ideas and information; to gain acceptance and influence patrons' cooperation and attitudes; resolve conflicts among patrons and employees and others. The incumbent must develop rationale and justify expenditures to the Regional Golf Operations Manager.

FACTOR VIII - PHYSICAL DEMANDS

Work requires walking, carrying, lifting items weighing up to 50 pounds, standing, stooping, bending and sometimes being in uncomfortable positions.

FACTOR IX - WORK ENVIRONMENT

Work is performed primarily outdoors under varying weather conditions. Physical exertion ranges from moderate to heavy.