



**THE AMELIA ISLAND CLUB** **GENERAL MANAGER PROFILE**  
**AMELIA ISLAND EQUITY CLUB**  
AMELIA ISLAND, FLORIDA

## The Club

The Amelia Island Club is a unique, family oriented, private club on the southern tip of beautiful Amelia Island, Florida. The Club is located within the Amelia Island Plantation, an upscale resort community situated between the dramatic Atlantic Ocean and the extraordinary marshes along Florida's Intracoastal Waterway.

The 1,300 acre Amelia Island Plantation was designed by the developer Charles Fraser in the 1970's. Fraser is also known for his work at Sea Pines on Hilton Head Island. Over the years Fraser and the successor owners of the Amelia Island Company developed Amelia Island Plantation which encompassed a resort hotel, three golf courses, a tennis complex, a health and fitness center, the company-owned Amelia Island Club and over 2,200 residential properties including single family and condo/villa homes.

In September 2010, Omni Hotels & Resorts, a leading upscale hotelier, purchased the resort from the Amelia Island Company. Simultaneously the members of the then company-owned club voted to form a new member-owned equity club.

The new Club took ownership of the Long Point Clubhouse, the Tom Fazio-designed Long Point Course, and the striking Ocean Clubhouse, a dining, meeting and pool venue overlooking beautiful dunes, beaches, and the Atlantic Ocean.

The recently renovated Long Point Clubhouse is a common venue for golfers and non-golfers alike. Dining venues include the popular Grill at Long Point with its spectacular views of the ninth green and the Copper Top Bar, a circular sports bar.

The dramatic Ocean Clubhouse sets on top of a high dune on the beach. Upstairs the clubhouse has a spectacular Ocean View Bar overlooking the Atlantic. The second floor also houses the spacious Palmetto Room used for hosting parties, banquets, club meetings and other special events. The popular and family-friendly Sea Oats Café is downstairs along with a 25-yard heated pool, a heated kiddie pool, an expansive pool deck with food service, and men's and women's locker rooms. A boardwalk from the pool

deck leads just a few steps to the spectacular beach where the club provides cabanas and chairs on a seasonal basis.

The Amelia Island Club has an active golf program for both men and women on the Long Point Course, appealing to both social and competitive golfers. Club members also have access to all of the Omni Resort amenities including the tennis court complex with 23 Har-Tru courts, the Oak Marsh golf course designed by Pete Dye, the Ocean Links golf course designed by Pete Dye and Bobby Weed, the fitness center with indoor pool, the family-friendly mini-golf course, the Omni poolscape and the resort spa and shops.

## **General Manager Job Description**

The General Manager functions with the responsibility and authority as the “Chief Operating Officer” of the Amelia Island Equity Club. He or she directs and administers all aspects of the operations of the club facilities including the Long Point and Ocean clubhouses, the Long Point golf course and golf operations, food & beverage operations, club common areas, infrastructure, and programs and activities.

The GM is responsible for ensuring outstanding service delivery in all operational areas as well as providing thoughtful and visionary planning advice to the Board of Directors and all key committees. He or she will be expected to anticipate and address trends and their possible impact on the Amelia Island Club members and community.

The GM is responsible for the creation and implementation of all service standards and processes, while providing leadership for key managers and staff at the Amelia Island Club. Clearly, a primary objective is for the GM to be the “face” of Amelia Island Club, and to ensure that goals and objectives of the Club are defined, understood, evaluated and implemented on a continuous basis to meet the expectations of the membership, as defined by the Board of Directors in concert with the GM.

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**For more information about  
Amelia Island Club visit:  
[www.ameliaislandclub.com](http://www.ameliaislandclub.com)**

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In addition to coordinating and supervising all of the management functions of the Amelia Island Club, the GM will oversee the preparation of annual operating and capital budgets, supporting the strategic initiatives and expectations that he or she has established with the Board, and be a catalyst in emphasizing the strategic planning of the Club. He or she will work with the Board to identify annual initiatives and budget objectives, presenting plans and recommendations to the Board for approval. These plans will be backed with reasoned, well-conceived tactics, which he or she will be accountable to attain.

The GM will be the primary leader to ensure that significant Amelia Island Club capital/asset improvements are well conceived, thoroughly planned and executed, and that the status of such projects is consistently communicated to appropriate constituencies throughout.

It is intended that the GM provide continuity for the Amelia Island Club and provide executive leadership in all areas of the operation, including to the Board and Committees, who govern and advise, respectively. The expectation is that the GM will provide reflective and visionary leadership to the Board of Directors and other constituencies, recognizing and proactively anticipating trends and relevant impacts to the Amelia Island community. The successful candidate will ensure that the Club consistently provides excellence in services and programs, and continues to ensure that the best interests of the Amelia Island Club members are protected with each decision and action taken.

The GM is the primary liaison with the Omni Amelia Island Plantation resort and the

Amelia Island Plantation Community Association (AIPCA) relative to issues affecting the Club, its members, their property equity and the community at large.

## LEADERSHIP AND MANAGEMENT

The successful candidate:

- Provides a common sense approach to problem resolution and establishing goals, recognizing the strong need to be a highly visible, interactive presence with a purpose in the community.
- Ensures that strategic goals and objectives, which he or she helps to develop in conjunction with the Board, are defined, communicated, understood, implemented and evaluated on a continuous basis.
- Creates, implements and maintains high service standards in all areas of operations. Consistently monitors the results and regularly reports on such to the Board.
- Attends and contributes to the success of meetings of the Board of Directors and all significant committees. Ensures that the Board is appropriately apprised of issues, plans and initiatives as well as anticipated results.
- Creates and maintains staff professional development plans for key employees and all direct reports.
- Promotes and epitomizes an integrity-filled, positive and healthy working environment and overall atmosphere for staff that supports and values appropriate and responsible contributions to Amelia Island Club's success. Additionally ensures that associates in all areas of the Club are focused on positive and supportive relationships amongst themselves and with the membership, and that inappropriate behavior of any type is not tolerated.
- Monitors developing industry trends and incorporates best practices into Amelia Island Club operations, as appropriate.
- Promotes and maintains a working environment that values exceptional service delivery and fosters supportive relationships among the members, employees, and important external constituencies of the Amelia Island Club.
- Ensures that a relevant, up to date system of communications, including continued improvement of technology and its use, is in place for both members and staff. Further, focuses on technology improvements to assist in operational efficiency, security enhancements and overall service delivery augmentation.

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### Amelia Island Club by the Numbers

- 1,404 members in all categories
  - \$10M in total operating revenue
  - \$3M in F&B revenue
  - \$50,000 initiation fee for full membership
  - \$7,200 annual dues for full membership
  - 78% a la carte; 22% banquet business
  - 26,000 rounds of golf per year
  - 120,000 covers per year
  - 120 employees
  - 69 average age of membership
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## MEMBER AND EMPLOYEE RELATIONS

- Holds staff members accountable for their results and performance, recognizing the need to ensure that they understand what is expected of them.
- Ensures that appropriately skilled, trained and competent managers are in place for all key positions, and confirms that a robust and relevant orientation and on-going development program is in place and viable.
- Sets standards of performance for managers and their staff and ensures that all employees receive annual performance reviews and development plans.
- Emphasizes diplomacy and respect and strives to build and foster relationships among the membership and staff, leading this effort by providing a keen "lead by example" demeanor.

## FINANCIAL OVERSIGHT AND PLANNING

- Coordinates with the Board and Committees in the development of annual goals and objectives that are incorporated into operating and capital budgets, as well as long-term capital projects and reserves planning.
- Ensures that effective control systems are in place to monitor and identify all financial results and trends, and reports on such regularly to the Board.
- Within the authority delegated by the Board, negotiates contracts and monitors operational and capital project expenditures required to meet annual goals.



The recently renovated Long Point Grill is a popular dining venue.



Amelia Island Club's Ocean View Bar overlooks the Atlantic Ocean.

## Candidate Qualifications

The preferred candidate has:

- A minimum of 10 years of progressive, upward management experience in the country club or resort/hospitality/community industry, preferably as part of a residential “lifestyle” club community, including GM experience of a member-owned operation similar in size and scope to Amelia Island Club. Preferred experience to include golf course operations, pro shop, golf practice facility, F&B, clubhouse, fitness center, pool and tennis, as well as being familiar with long-term capital asset preservation and replacement planning.
- Proven and verifiable leadership qualities with demonstrated success in overseeing all operational aspects of an exceptional club and community having multi-million dollar operating budgets.
- Demonstrated success in achieving a very high level of member satisfaction in all areas of importance, with clearly demonstrated involvement and interaction with all constituencies of the operations.
- Experience developing and meeting budgets, including a track record of growing revenue (member usage and frequency through relevance and satisfaction, among other things) and identifying cost-saving opportunities while maintaining service quality and the overall value proposition of an operation.
- Experience using software and other management information tools for monitoring operations and procedures, including the use of relevant metric development and review.
- Experience in developing and implementing facilities improvement projects, including annual capital expenditures.
- A career track record that demonstrates a record of tenure and commitment to previous employers, where career moves were clearly made for skill enhancement and personal growth.

## SKILLS & COMPETENCIES

The preferred candidate:

- Has a strong personal vision of how to deliver an exceptional club and community experience to members. Expertly involves staff and members in buying into the vision and proactively moving toward it.
- Is squarely focused on achieving a high level of member satisfaction, is outgoing, visible and personable, gets to know each member and establishes open, respectful and positive communications with them, even when having to deliver difficult news.
- Is skilled in working with members and Boards to develop, update and implement a long-term strategic plan, including annual goals focused on moving toward the vision. Understands and excels in working in volunteer member governance environments.
- Has strong management and overall leadership skills. Establishes challenging goals, achieves staff buy-in, delegates responsibility and steps in to assist as needed—a real hands-on leader. Proactively brings thoughts, ideas, strategic focus and innovative and relevant ideas and recommendations to the Board and Committees, and challenges his or her staff to think in a similar manner.
- Actively develops and coaches employees so they can excel. Makes tough personnel decisions when required, but recognizes the need, and has the ability to provide clarity to directional and strategic issues and tactical efforts.
- Has strong knowledge of financial and budgetary matters important to Club operations. Keen financial acumen is a critical skill set at the Amelia Island Club.
- Is a positive person with a “can do” attitude, has a high level of initiative, is focused on achieving outstanding results, is willing to put in extra hours whenever required, is organized and efficient, and is a team player.
- Has the intuitive ability to respectfully tell Boards what they “need to hear,” as opposed to what he or she believes they “want to hear.”

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### Amelia Island Club's Mission

The Amelia Island Club is a premier family-oriented private club that enhances the lives of its diverse membership by providing exceptional dining, golf, tennis and other recreational and social experiences for members, their families and guests in harmony with the natural setting of Amelia Island.

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## Initial Priorities

The new GM will be expected, initially, to focus on the following key objectives:

- Getting to know members and staff as quickly as possible. Communicating with members and understanding their motivations and needs will be key in earning their trust and building relationships. Getting to know the staff, clarifying expectations, assessing their abilities and determining overall abilities will be critical.
- Developing a positive relationship and communicating with representatives of the Omni Amelia Island Plantation and AIPCA to produce win/win objectives.
- Reviewing the food and beverage operation in both clubhouses to determine appropriate and necessary adjustments to enhance member satisfaction in this critical part of the operation.
- Working with the Board, Finance Committee, and Long Range Planning Committee to evaluate the budget plan and assess its alignment against deliverables. Understand the history of the Club, Omni Amelia Island Plantation and AIPCA.
- Build the confidence of the Board that will allow them to extricate themselves from operational issues and focus on strategic, policy and outcomes.
- Provide vision and guidance in internal and external marketing to increase member engagement, increase banquet activity, and replenish golf membership levels.

## Educational Qualifications

- A Bachelor's degree or higher degree in business, hospitality or related fields is preferred.
- Appropriate professional training, e.g. preferably holding a Certified Club Manager (CCM) designation and related professional continuing education.
- Professional memberships and possessing established peer club networks.



### To Apply for This Position

Interested candidates should submit a resume and a thoughtful, detailed cover letter describing their alignment with the qualifications outlined in this profile and the reason for their interest in the General Manager position at Amelia Island Club. [For directions on how to upload your resume and cover letter, click here.](#)

[To apply click here](#) to upload your resume and cover letter (in that order). The resume and cover letter should be saved separately in Word or PDF files.

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Compensation is commensurate with qualifications and experience.

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