

KOPPLIN KUEBLER & WALLACE

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: CHAPEL HILL COUNTRY CLUB CHAPEL HILL, NC

GENERAL MANAGER/CHIEF OPERATING OFFICER AT CHAPEL HILL COUNTRY CLUB

The General Manager/Chief Operating Officer (GM/COO) role at Chapel Hill Country Club (CHCC) offers an exceptional opportunity to lead one of North Carolina's premier clubs, renowned for its exceptional amenities and a dedicated, professional team. Located in beautiful Chapel Hill and steeped in over 100 years of local history and generational membership, this vibrant and active private equity club delivers a wide range of programs designed to provide an outstanding member experience. The new General Manager/COO will be responsible for ensuring a consistently excellent experience across all areas of the club, regardless of department, in order to foster strong member participation and retention.

This role requires setting realistic yet challenging budgets, maintaining and updating the facility with an exceptional attention to detail, and ensuring CHCC remains both a great place to work and a valued destination for members. The GM/COO will focus on expanding engagement and participation to drive revenue growth, integrating and coordinating activities across departments to avoid conflicts, and cultivating a service-oriented, community-driven culture. Developing a strategic plan that inspires members to invest in the club's future enhancements, elevating the food and beverage program, and responding promptly to member needs will be essential. Retaining the current senior leadership team will be a priority, as will balancing the expectations of long-standing members with those of newer members.

Success in this role will require strong financial discipline, the ability to refine membership policies and procedures, and a collaborative approach with the Board to ensure the club's continued growth and success. The ideal candidate will possess a proven track record in strategic planning and execution, demonstrate exceptional financial acumen, and engage naturally with both members and staff to strengthen the club's community and reputation.

[Click here to view a brief video about this opportunity.](#)

ABOUT CHAPEL HILL COUNTRY CLUB

Founded in 1922, the Club's dedication to providing recreational and social outlets for the residents of Chapel Hill is evident in its continued expansion and the array of amenities it offers. From its initial establishment near the UNC campus to its current location in The Oaks neighborhood near Meadowmont, Glen Lennox, and the Blue Hill District, the Club's presence has become a significant part of the community.

At the heart of the CHCC lies its Clubhouse, which serves as a central hub for social activities and gatherings. Chapel Hill is committed to creating a family friendly atmosphere featuring Family Nights and the Kids' Club. The variety of spaces, including the dining room, bar, and event spaces, cater to different preferences and occasions. The offering of weekly lunch and dinner buffets, as well as a la carte dining, ensures that members have diverse culinary experiences to enjoy.

The Club's 18-hole golf course is a standout feature, offering members and visitors an exceptional venue to enjoy the game of golf while taking in the picturesque views of The Oaks neighborhood and the scenic beauty of North Carolina's Piedmont region. Originally designed by Gene Hamm and subsequently redesigned in 1999 by John LaFoy, the course is a testament to the Club's commitment to providing a top-notch golfing experience.

The Club's golf course, comprehensive Pro Shop, tennis and pickleball courts, welcoming atmosphere, and diverse amenities make it a destination for golf, tennis, social engagement, and relaxation.

CHAPEL HILL COUNTRY CLUB BY THE NUMBERS

- Membership size: approximately 830 members
- Average member age: 52
- Initiation Fee: \$30,000
- Annual rounds of golf: approximately 29,500
- Club's gross revenue: approximately \$12.4 million
- Annual Dues volume: approximately \$5.5 million
- F&B revenue: approximately \$2.2 million
- Gross payroll: approximately \$4.9 million
- Employee headcount: full-time approximately 135; seasonal 40-50

CHAPEL HILL COUNTRY CLUB WEBSITE: www.chapelhillcountryclub.com

GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The GM/COO of Chapel Hill Country Club reports directly to the Club President and executes on the goals and objectives set by the Board of Directors. The GM/COO will manage and oversee all aspects of the Club's operations. He/she coordinates and administers the Club's policies as defined by the Board of Directors, develops operating policies and procedures, and directs the day-to-day work of all departments including golf operations, course maintenance, member services, food and beverage, racquet sports, facilities maintenance, accounting/budgeting, and human resources, as well as being actively involved in membership marketing efforts. Specific emphasis on delivering the highest quality standards to enhance the experience for members and their guests. Exceptional hospitality at every turn is of the utmost importance.

The GM/COO is expected to be a consummate and respectful professional in terms of transparency, honesty, straightforwardness, integrity, accountability, leadership, and dedication. He/She must be able to inspire and motivate a strong team at CHCC and earn the respect of the members and employees, as well as the community at large. Gaining and maintaining the trust and confidence of these constituencies is a critical success factor at CHCC.

CHCC is an intimate and active operation that requires significant administrative and organizational skills, strong financial acuity, and a naturally "front-facing" approach, as is the ability to analyze and convey important financial information and expectations to various Committees, the Board, and the leadership team succinctly and concisely. Having the ability to create a culture of "continuous evolution to excellence" in all that is done and provided (service, programming, amenities, etc.) is a key attribute necessary for success and needs to be a strong priority.

Communication, while clearly important at all clubs, is of utmost importance at CHCC. The GM/COO must be comfortable and effective in being able to communicate with all levels of staff, with the varying demographics of the membership, with outside vendors and community leaders, and in both one-on-one and large group settings. Exceptional personal presentation and writing skills are critical in this role as is a sincere and natural front-facing, approachable style. Collaborating with the Board, Committees, and Senior Leadership Team, the GM/COO must be focused on ensuring that the Club's vision is relevant, topical, and well-constructed and that all involved know their accountabilities.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- Spend considerable time with the Board of Directors, Members, and Staff to "listen and understand the culture and history of CHCC" before making any significant changes. Be available, approachable, interactive, and "present."
- Evaluate the overall service experience, collaborating on a 'game plan' for quick enhancements, providing the tools and/or clear directions to do so, and then championing the staff to drive positive change.
- "Pay attention to details" around the Club – physical plant, SOPs, as well as programming, activities, etc. Working with the Senior Leadership Team to create enhancement strategies for all areas and keeping the Board well informed of what and why. Ultimately, create a "sense of urgency" within the team centered around the delivery of an exceptional member experience and default to "yes" when reasonably possible.
- Review and enhance or install appropriate and necessary performance management standards, including clearly defined SOPs, key evaluation metrics, and necessary goals and objectives, ensuring that the Team responsible for each understands their responsibilities and accountabilities and that there is strong "unity" and "collaboration."

- Review current practices for recruitment, retention, and overall development/training strategies, and work with the Head of People & Culture and broader Senior Leadership Team to develop a plan for enhancement in each area as appropriate.
- Evaluate the employee strengths/weaknesses and communicate your vision and strategy to each employee's role in achieving individual, collective, and overall Club goals. Strategically map a plan to further develop a dedicated and talented professional team, ensuring high morale, greater retention, and staff satisfaction, ultimately translating into high member and guest satisfaction.
- Create a "State of the Club" report to the Board after ninety (90) days of evaluation and observation, providing them with keen insights and recommendations regarding procedures, new member attraction, current member retention, staffing, programming, and other key processes within CHCC.

Candidate Qualifications

- Highly energetic leader with a proven track record as a General Manager, demonstrating a passion for service excellence in all facets of club operations, and providing innovative leadership and sound guidance to members and staff.
- Disciplined, inspirational, and visionary, with the ability to instill a culture of consistent quality service and attention to detail. Hands-on in approach, yet not a micromanager, while working strategically, clearly communicating strategies and expectations, and serving as a natural mentor.
- Minimum of 10 years' experience as a General Manager in private member-owned clubs or similar aligned verticals preferably with active member boards and committees.
- Proven success and expertise in food and beverage operations, golf operations excellence, mentoring, strategic planning, innovation, creativity, and fostering a strong service culture.
- Demonstrated ability to retain our high-performing, cross-functional leadership team with a focus on collaboration, clear goals, accountability, and building CHCC's reputation as an "employer of choice." In cases of senior leadership attrition, demonstrated ability to attract and hire new talent that fits the unique culture of CHCC.
- Skilled in engaging members and facilitating recruitment, while strengthening community ties to grow membership and build a vibrant sense of community
- Strong financial and budgeting acumen with significant P&L responsibility, expertise in balance sheets, member equity, capital reserve strategies, and cash flow management.
- Experienced in conceptualizing, developing, coordinating, and executing strategic and capital projects, while anticipating and meeting evolving demographic and member expectations for services, programs, and amenities.
- Skilled in uniting and strengthening organizational culture, fostering integration and cooperation across all departments.
- Effective communicator with strong written and verbal skills to positively engage both staff and members.
- Brings executive presence appreciated by staff and members, with a solutions-oriented mindset focused on enhancing the member experience. A strong focus on always finding ways to "raise the bar" on Member experience is a priority.
- Successful track record with capital improvement projects, redesigns, and facility upgrades.
- Strategic partner to the Board in setting and implementing club vision, while ensuring balanced attention and appreciation for all departments. A strong understanding of rules and bylaws in a private club setting to ensure business integrity and legal compliance.
- Experience leading private clubs with annual revenues exceeding \$10 million.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree is preferred, with a focus on Hospitality Management.
- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Industry certifications such as CCM, CCE, CMC, or PGA are encouraged but not required.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all hired employees must verify their identity and eligibility to work in the United States and complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package, including association membership.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter in the order listed using the link below. When prompted for them during the online application process, you should have your documents fully prepared to attach. Please be sure your image is not on your resume or cover letter; it should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Chapel Hill Country Club search committee/Dr. Wini Curley**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why CHCC and the Chapel Hill, NC area will benefit 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, September 26, 2025. Candidate selections will occur mid-October, with the first Interviews expected later in October second interviews a short time later. The successful candidate should assume his/her role in December 2025.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Chapel Hill”

(These documents should be in Word or PDF format)

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

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

If you have any questions, please email Alice Stevens: alice@kkandw.com

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