

HEAD OF GOLF PROFILE: ROYAL DORNOCH GOLF CLUB DORNOCH, SCOTLAND

THE HEAD OF GOLF OPPORTUNITY AT ROYAL DORNOCH GOLF CLUB

Reporting to the Director of Operations, the newly created Head of Golf role at Royal Dornoch has been introduced to drive the golf experience forward and build on the Club's world-class reputation. This position brings together all aspects of golf, from daily operations and competitions to coaching, retail, and events, ensuring every detail contributes to an exceptional journey for members and visitors alike. Leading a team of dedicated managers across golf, coaching, and retail, the Head of Golf will nurture collaboration, innovation, and service excellence. At its heart, the role is about shaping the future of golf at Royal Dornoch, honouring tradition while enhancing the experience for generations to come.

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

ABOUT ROYAL DORNOCH GOLF CLUB

Royal Dornoch Golf Club, founded in 1877 and situated in the historic town of Dornoch in the Scottish Highlands, is celebrated worldwide for its natural beauty and exceptional links golf. Golf has been played in Dornoch since the early 1600s, and today the club's Championship Course is consistently ranked among the best in the world, holding 2nd place in Golf Digest's 2024/2025 World Top 100 rankings (outside of the US). Renowned for its wild, rugged setting and challenging design, the course has inspired architects and players alike, with Donald Ross, one of the most influential golf course designers learning the game here. The club has proudly hosted prestigious amateur championships and remains a destination for golfers seeking a true links experience. Soon to move into its highly anticipated new clubhouse, the club is entering an exciting chapter where the new property and touchpoints will elevate the overall experience, much of which will be led by the Head of Golf. This progression, combined with outstanding golf, reflects Royal Dornoch's enduring commitment to heritage, quality, and providing an unforgettable experience to members and visitors from across the globe.

ROYAL DORNOCH GOLF CLUB BY THE NUMBERS

- Approximate number of members across all categories: 2,362
- Joining Fee: £1,485
- Annual Subscription for Full Member: £742.25
- Approximate annual membership revenue: £1.1M
- Approximate total Green Fee revenue: £4.2M
- Approximate retail revenue: £1.6M
- Approximate Annual Hire/Rental Revenue £80K
- Approximate number of golf rounds annually on 2 courses: 43,000
- Club POS System – Crossover
- Club Accounting System – Xero
- Club Tee Sheet System/Golf Software: Epic Freetime and Golf Genius

ROYAL DORNOCH GOLF CLUB WEB SITE: www.royaldornoch.com

KEY RESPONSIBILITIES

Team Leadership & Development

- Directly manage the Golf, Coaching, and Retail Managers, providing clear leadership, accountability, and direction to achieve operational excellence across all golf functions.
- Design and implement staff development initiatives, including training, mentoring, and performance management programmes, to cultivate a high-performing, motivated, and skilled workforce.

- Promote a culture of collaboration, professionalism, and service excellence across all teams, ensuring a seamless and integrated experience for members and visitors.
- Champion staff engagement and retention through clear communication, recognition, and alignment with the Club's values and strategic objectives.

Golf Operations

- Oversee the day-to-day delivery of all golf services, ensuring efficiency, accuracy, and the highest standards of service for members and visitors.
- Maintain operational consistency and quality across all golf-related functions, implementing robust processes and best practice frameworks.
- Collaborate with other departmental leaders to align golf operations with the broader objectives of the Club, supporting a cohesive, club-wide service strategy.
- Monitor operational performance, using data and feedback to identify opportunities for improvement and innovation.

Member & Visitor Experience

- Continuously enhance the end-to-end golfer journey, from booking and arrival to play, post-round engagement, and follow-up communications.
- Lead initiatives to elevate service quality based on member and visitor feedback, trends in the premium club sector, and performance metrics.
- Ensure all interactions reflect the Club's commitment to exceptional hospitality, tradition, and attention to detail, reinforcing Royal Dornoch's reputation as a world-class golfing destination.
- Work closely with marketing and membership teams to create engaging experiences that strengthen loyalty and encourage ongoing participation.

Strategic Planning & Development

- Contribute to the long-term vision and strategic planning for golf services, identifying opportunities to grow participation, enhance member engagement, and increase revenue from coaching and retail operations.
- Support departmental budgeting, reporting, and performance analysis, applying financial and operational insight to guide decision-making.
- Drive innovation and development initiatives, balancing respect for the Club's heritage with opportunities to evolve and modernise the golf offering.
- Benchmark against industry trends and leading private clubs to ensure Royal Dornoch remains at the forefront of golf service standards.

Retail & Coaching Oversight

- Provide strategic leadership for golf retail operations, including merchandise selection, stock management, visual merchandising, and commercial performance.
- Support the Coaching Manager to develop structured coaching programmes, performance pathways, and development initiatives for golfers of all abilities.
- Ensure alignment and integration between coaching, retail, and operations to deliver a cohesive, high-quality, and commercially effective golf service.
- Monitor retail and coaching performance through key metrics, adjusting strategies to optimise member satisfaction and revenue outcomes.

Events & Competitions

- Oversight of the planning, coordination, and execution of golf competitions, tournaments, and member events, ensuring professional delivery and compliance with all relevant administrative and regulatory requirements.
- Develop innovative event concepts to enrich the member experience and strengthen community engagement, balancing tradition with contemporary appeal.

Compliance & Risk Management

- Maintain and enforce the highest standards of health and safety across all areas of golf operations, coaching, retail, and events.

- Develop, implement, and monitor policies and procedures that meet Club standards, regulatory requirements, and industry best practice.
- Proactively identify, assess, and mitigate operational and reputational risks to protect members, visitors, staff, and the Club's assets.
- Ensure compliance with insurance, licensing, and legal obligations, maintaining accurate records and documentation.

CANDIDATE QUALIFICATIONS & EXPERIENCE

- Demonstrated experience in senior golf operations or club management, ideally within a premium private club or luxury golf environment.
- Proven leadership skills, with the ability to inspire, develop, and manage multidisciplinary teams across golf operations, coaching, and retail.
- Strong track record of delivering outstanding member and guest experiences, with a genuine passion for service excellence.
- Skilled in event and tournament coordination, with experience in both member competitions and larger-scale events.
- Commercial awareness and experience in managing golf retail, coaching programmes, and multi-service operations.
- Strategic mindset, capable of long-term planning, service development, and the implementation of innovation.
- Excellent interpersonal and communication skills, with the ability to collaborate effectively across departments and with external partners.
- Technological competence, including proficiency with golf management software, scheduling systems, and performance tracking tools.
- Solid understanding of golf administration, including handicapping systems, tournament organisation, compliance processes, and industry standards.
- Analytical capability to interpret feedback, financial data, and performance metrics, using insights to guide continuous improvement.
- Passion for the game of golf, with an understanding and appreciation of its traditions, values, and evolving landscape.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Bachelor's degree in hospitality, Business Management, Sports Management, or related field preferred; substantial relevant experience may be considered in lieu.
- Additional certifications such as CCM, CMDip, or PGA are valued but not essential

SALARY AND BENEFITS

The club is offering a competitive salary and benefits package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your CV and cover letter in that order using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your CV or cover letter; that should be used in your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **General Manager of Royal Dornoch Golf Club, Neil Hampton**, and clearly articulate what you can bring to the role and to Royal Dornoch Golf Club, why you want to be considered for this position at this stage of your career, and why Royal Dornoch Golf Club and the Dornoch area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Thursday 2nd October 2025. Candidate selections will occur in mid-October 2025, with the first Interviews on Thursday 23rd October 2025 and the second interviews week commencing 10th November 2025.

IMPORTANT: Save your CV and cover letter in the following manner:
 "Last Name, First Name - CV" &

“Last Name, First Name - Cover Letter – Royal Dornoch”

(These documents should be in Word or PDF format)

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

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

If you have any questions, please email Patty Sprankle: patty@kkandw.com or Michael Herd: michael.herd@kkandw.com

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