

GOLF OPERATIONS MANAGER PROFILE: PARKSTONE GOLF CLUB POOLE, UK

THE GOLF OPERATIONS MANAGER OPPORTUNITY AT PARKSTONE GOLF CLUB

The Golf Operations Manager is central to delivering a first-class golf experience, combining strong leadership with operational excellence across all aspects of the club's golf activities. The position involves liaising with the golf team, managing reservations, competitions and events, and ensuring the smooth day-to-day running of both on-course and clubhouse operations. Key responsibilities include overseeing competition and handicap administration, liaising with greens and course staff, supporting membership processes, and contributing to financial reconciliations and reporting. With a focus on exceptional member and guest service, the role also requires effective communication, teamwork, and attention to detail, ensuring the club's standards and brand are consistently upheld.

ABOUT PARKSTONE GOLF CLUB

Parkstone Golf Club, founded in 1909, is one of the most highly regarded courses on the South Coast, proudly ranked among the top 100 golf courses in Great Britain and Ireland by both *Golf Monthly* and *Golf World*. Set in the heart of Dorset between Bournemouth and Poole, the club combines heritage, natural beauty, and top-class facilities. The course, famously described by Open Champion Reg Whitcombe as "There Is No Better Place," offers an exceptional test of golf, complemented by extensive practice areas including an astroturf driving range, dedicated short-game zone, putting greens, and an indoor swing studio. Whether preparing for a round or refining their game, members and guests benefit from facilities maintained to the highest standard.

Beyond the course, Parkstone provides a welcoming clubhouse designed for comfort and relaxation. The professional shop, reception, and locker rooms ensure a smooth and well-equipped experience for all visitors. Upstairs, members and guests enjoy a spacious bar, lounge, and large terrace with stunning views over the opening and finishing holes. Dining is at the heart of the club, with in-house chefs serving locally sourced food ranging from hearty breakfasts and afternoon teas to carvery lunches and fine evening meals. With locally brewed ales and the best of Dorset produce, Parkstone blends sporting excellence with warm hospitality, making it a true destination for golfers and visitors alike.

PARKSTONE GOLF CLUB BY THE NUMBERS

- Approximate number of members across all categories: 975
- Number on waiting list: 60
- Joining Fee: £4,000
- Annual Subscription for Full Member: £2,395
- Approximate total Green Fee revenue: £300k
- Approximate number of golf rounds: 36,000
- Number of club competitions & opens: 125
- Club Accounting System – Xero
- Golf Software: Intelligent Golf

PARKSTONE GOLF CLUB WEB SITE: www.parkstonegolfclub.com

KEY RESPONSIBILITIES

- Constantly offers professional, friendly and engaging service
- Leading and supervising the golf team to achieve results in all areas of the golf operation
- Provide assistance and guidance to guests and fellow golf team members
- Taking golf reservations for members and guests, using service standards
- Monitors on course pace of play in accordance with pace of play guidance

- Assists with end of month administration stock takes
- Liaise with the Greens staff and course marshal to ensure that they are always aware of all play and issues related to their requirements
- Assist in all operational duties when business levels require
- Collation of competition/operational revenue figures, as well as P&L sheets for individual competitions and opens, which are to be distributed in the end-of-month reports.
- Other jobs at the request of the Assistant Manager & General Manager.
- Communications – emails, newsletters, marketing/social media, etc., upholding the club's brand/image.
- Assist with the content for member communications, newsletters and any social media channels, ensuring accuracy and consistency with the club's brand.
- Assist with visitor enquiries and bookings.
- Ensure exceptional member and guest service across all touchpoints, from arrival to departure
- Sit on, and take notes for, the Captains' Committee where all golf and social aspects of the club are discussed

Competition/Event Management

- Advanced set up and daily running of Club Competitions and external Tournaments, using Intelligent Golf and produce P&L reports for each competition.
- Coordinate with the Food & Beverage, Course, and Pro Shop teams to ensure seamless delivery
- Manage handicap records and queries, General Play and away scores, allocation of new handicaps, and the use of the central WHS dotgolf platform
- To act as Internal Trainer on competition and handicap software
- Maintain accurate records of Competition winners, prepare and scorecards.
- Maintain accurate scoring, results, and reporting for all competitions
- Management of all interclub/county knockout draws and liaison with the captains of the respective teams
- Manage all Invitation Day related events

Membership

- Assist in new members administration
- Responsible for the 'playing in' part of the process.
- Assist in invoicing new members
- Ensure efficient administration of all memberships

Financial Reconciliation:

- Assist the accounts administrator with all competition/open/invitation day reconciliations.

On Course

- Liaison on changing course rules e.g. course changes and the ensuing rule change.
- Supervise and support golf services staff including starters, marshals, and outside services
- Assist the General Manager with on course rules implementation and other related matters.

Personal Attributes:

- Must play golf or have a good understanding of the game
- Knowledge of golf systems – intelligent golf, Golf Genius, etc.
- Previous experience in a similar role is an asset
- Excellent communication and interpersonal skills
- Strong organisational and problem-solving abilities
- Highly responsible and reliable
- A willingness to learn and develop, but not afraid to ask for help when needed
- Ability to work under pressure in a fast-paced environment
- Ability to work cohesively with fellow colleagues as part of a team
- Ability to focus attention on guests needs, remaining calm and courteous at all times

- Friendly, polite & professional
- Well presented, with a 'can-do' attitude
- Self-motivated, capable of working independently and within a small team
- Flexible - Prepared to work anti-social hours including weekend work
- Proficient in the use of IT
- Excellent knowledge with the game of Golf and how it operates
- Organised and great attention to detail at all times

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Bachelor's degree in hospitality, Business Management, Sports Management, or related field preferred; relevant experience will 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 Parkstone Golf Club, James Fuller**, and clearly articulate what you can bring to the role and to Parkstone Golf Club, why you want to be considered for this position at this stage of your career, and why Parkstone 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 Friday 19th September 2025. Candidate selections will occur in early October 2025 with first interviews a short time later.

IMPORTANT: Save your CV and cover letter in the following manner:

"Last Name, First Name - CV" &

"Last Name, First Name - Cover Letter – Parkstone"

(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

Lead Search Executive:

Michael Herd

Head of International Search & Consulting, KOPPLIN KUEBLER & WALLACE

O: (833) KKW-HIRE, ext. 710 – United States

M: +44 (0) 7903 035312 – United Kingdom

michael.herd@kkandw.com