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GENERAL MANAGER PROFILE: CALDY GOLF CLUB WIRRAL, UK

GENERAL MANAGER AT CALDY GOLF CLUB

Caldy Golf Club, Wirral, is seeking a General Manager following the successful six-year tenure of the current post holder. Reporting to the Chair of the Board, the role is responsible for enhancing the experience and interests of the Club's Membership, while generating revenue from carefully managed visitor activity. The successful candidate will provide strategic guidance to support effective decision-making and long-term planning and oversee all day-to-day operations of this prestigious Open Qualifying Venue, ensuring consistently high standards of service, presentation, and member engagement. Strong commercial acumen, a hands-on approach, and a deep understanding of Members' expectations are essential.

ABOUT CALDY GOLF CLUB

Founded in 1907, Caldys Golf Club is beautifully situated on the Dee Estuary with views across the North Wales coastline. An Open Regional Qualifying Venue, it is widely regarded as one of Cheshire's premier courses. Recent investment has enhanced the course, Clubhouse, and practice facilities, which now include a full-length practice ground, a 6-hole Par 3 course, putting and chipping greens, and a dedicated 100-yard short game hole.

Caldy combines a forward-thinking approach with the traditions and values of a classic Members' Club. The Club enjoys a strong and active Membership, supported by a robust waiting list and joining fees across all categories except juniors. Its thriving Junior section competes in numerous local competitions and takes part in an annual reciprocal exchange in Sweden, while the Ladies' section is one of the largest in Cheshire. Beyond golf, the Club offers a welcoming and sociable atmosphere, with a full programme of well-attended events that foster a vibrant sense of community both on and off the course.

CALDY GOLF CLUB BY THE NUMBERS

- At present, there are approximately 600 full members
- Top Category Joining Fee for 2024/25 - £3,500
- Top Category Annual Subscriptions for 2024/25 – £1,788
- Total Annual Revenue – approximately £1.2M
- Annual Subs Revenue – approximately £1M
- Food and Beverage Revenue: Franchised Caterer
- Approximately 35,000 rounds of golf per year
- Average Age of Playing Member: approximately 67
- Responsible to: Chairman of the Board
- Responsible for: Course Manager, Head Professional (retained), Caterer (franchised), Accountant and Administrative Team

CALDY GOLF CLUB WEB SITE: www.caldygolfclub.co.uk

GENERAL MANAGER POSITION OVERVIEW

Key Responsibilities:

- Hold executive accountability for the overall administration and operation of the Club and its facilities, ensuring alignment with the Club's Strategic Plan, Byelaws, policies, and approved budgets.

- Implement Board decisions promptly and professionally, supporting the delivery of key Strategic Plan objectives and milestones.
- Lead and motivate all staff, fostering high performance through effective management practices, regular meetings, and structured appraisals.
- Champion industry best practice across all areas of Club operations, playing a central role in achieving operational, financial, and strategic goals.
- Maintain clear and professional communication with the Board of Directors, Committee Chairmen, Members, and other key stakeholders.
- Serve as the primary point of contact for Members and visitors, promoting the Club both internally and externally in a manner that enhances its reputation.
- Oversee the day-to-day management of the Club, ensuring seamless operational delivery.
- Act as Company Secretary for the Club (Limited by Guarantee, Co. No. 00194893), ensuring compliance with relevant legislation, including company law, taxation, health and safety, safeguarding, and data protection.
- Oversee financial management, reporting, and internal controls, liaising with auditors and legal advisors as required.
- Manage the Club's IT infrastructure through appointed agents and suppliers, including Club V1 and BRS systems.
- Develop and maintain strong relationships with key golfing and associated industry organisations, such as the R&A, PGA, GCMA, NGCAA, and BIGGA.
- Manage the Club's Open Qualifying status in partnership with the R&A, delivering a high-quality event for participants and spectators.
- Oversee the planning and execution of the Club's annual Festival of Golf.
- Participate in all Club Committees as a de facto member, with a formal membership on the Course Policy Committee.
- Manage relationships with the Club's retained Club Professional and appointed franchise caterer, ensuring excellence in service and delivery.

Key Experience & Skills:

- A friendly, approachable, and professional demeanour, representing the Club as its primary public face and ambassador.
- Proven leadership and strong interpersonal skills, with the ability to motivate, develop, and manage high-performing teams.
- Flexible, hands-on approach, capable of adapting to the operational demands of a busy and diverse Club environment.
- Excellent communication skills, both verbal and written, with the ability to engage effectively with Members, staff, Committees, and external stakeholders.
- Sound financial and commercial acumen, with experience in budgeting, financial reporting, and revenue management.
- Demonstrated experience in business development, growing membership, and diversifying revenue streams while maintaining service excellence.
- Deep understanding and appreciation of golf, club operations, and the traditions and expectations of a member-led Club.
- Strong organisational and planning skills, with the ability to manage multiple priorities and deliver against strategic objectives.
- Knowledge of compliance and governance requirements, including company law, health and safety, safeguarding, and data protection.
- Ability to build and maintain strategic relationships with key industry bodies, partners, and suppliers.
- Commitment to flexible working hours to meet the operational and event-related demands of the role.
- Experience in event management and delivering high-profile Club events, including open competitions and member-focused activities.
- Proficiency in IT and Club management systems, with the ability to oversee and integrate technology to enhance operational efficiency.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Industry certifications such as CCM or PGA are encouraged but not essential.
- Prior work in a commensurate environment within the club or golf industry.
- Previous experience in a senior management position.

SALARY AND BENEFITS

Salary and package are competitive.

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 on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Julian Wood (Immediate Past Captain) at Caldy Golf Club** and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Caldy Golf Club and the Wirral 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 Monday 11th November 2025. Candidate selections will occur in mid-November, with the first Interviews expected on Thursday 27th November 2025, and the second interviews on Wednesday 10th December 2025.

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

“Last Name, First Name CV”

“Last Name, First Name Cover Letter – Caldy GC”

(These documents should be in Word or PDF format)

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

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

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