

DIRECTOR OF GOLF PROFILE: SHARON HEIGHTS GOLF & COUNTRY CLUB MENLO PARK, CA

DIRECTOR OF GOLF OPPORTUNITY AT SHARON HEIGHTS GOLF & COUNTRY CLUB

One of the premier clubs in the Bay Area, Sharon Heights Golf & Country Club, is looking for an experienced PGA or LPGA professional to lead the golf operation and join their Executive Team. This individual will be someone who excels at relationships in every aspect – with members, fellow team members, the GM/COO, and their own golf staff.

The Director of Golf will oversee the total golf operation and services offered, including the golf shop, practice facilities, golf services areas, golf fleet, and supervision of the golf operations staff. The position will promote an exceptional golf experience and provide exceptional services and programs for all members and guests. Attention to detail, a track record of managing a high-end merchandise operation, and a history of being someone others want to associate with to help their career advancement are critical. The ideal candidate will have a high golf IQ but must also enjoy interacting with all members and guests, and genuinely wants to get to know the membership and staff on a personal level is greatly desired.

The core golf skills of playing the game, teaching and coaching, and delivering highly professional tournament operations for events are important. The ideal professional will possess a genuine passion for mentoring and team member development, demonstrating an innovative and collaborative approach to leadership. They will bring a high level of energy and exceptional communication skills, consistently setting elevated standards and enhancing the member experience each day.

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

SHARON HEIGHTS GOLF & COUNTRY CLUB

Nestled amongst majestic redwoods and venerable oaks in the Bay Area, Sharon Heights Golf & Country Club offers an unparalleled five-star experience for its members and guests. Established in 1962, the Club has become a cornerstone of the Menlo Park community, known for its casually elegant atmosphere where golf, dining, and recreation blend seamlessly.

Sharon Heights is renowned for its commitment to excellence and has solidified its status as a leading private club in the Bay Area and beyond. A variety of projects over the years have focused on giving back and sustainability, including an on-site Recycled Water Plant for the golf course, their “Going Green” initiative, and a 501c3 Foundation to assist team members and their families with education costs.

For its members, Sharon Heights boasts an array of amenities designed to promote a fun and healthy lifestyle. The centerpiece is its 18-hole championship golf course, complemented by a driving range, short game area, and advanced learning tools such as Trackman and V1 video analyses. The golf course underwent a \$23m renovation in 2023-24 and has since won multiple Renovation of the Year awards. The Club also offers extensive tennis facilities, including four outdoor tennis courts and two hybrid tennis/pickleball courts. The fitness center at Sharon Heights is a hub for health and wellness, offering a range of group fitness classes, personal training, and small group sessions.

In addition to the multiple investments in capital renovations for the course, the water facility, and the currently under construction \$9m golf course maintenance and operations building, the Club has entered into a 3-year commitment with the LPGA to host the Fortinet Founders Cup, with the inaugural year being held March 19-22 of 2026. The incoming Director of Golf will be expected to work with the LPGA Tour hand in hand during the event and in the lead-up to the ensuing years.

SHARON HEIGHTS GOLF & COUNTRY CLUB BY THE NUMBERS

- Approximately 569 Members (450 Proprietary Golf capped, 119 other categories) with a waitlist of 6
- Initiation fee \$355k.
- Annual Full Member Dues Approximately: \$30k
- Capital Fee is \$245/month
- 18 holes, approximately 25,000 Rounds of Golf Annually
- Golf Course Architect: Todd Eckinrode, 2024; original design by Jack Fleming, 1962
- Hard Goods/Soft Goods Volume Approximately: \$493k/\$482k
- Hard Goods/Soft Goods Cost of Sales %: 79%/64%
- Total Instruction Volume Approximately: \$450k
- Gross Golf Shop Operations Payroll Approximately \$1.3M
- Club is a 501 (C)(7) organization.
- 9 Board Members, each serving three-year terms.
- Club uses Jonas for POS and accounting operations.
- Number of Golf Operations Employees: 11 FTE | 8 PT
- Golf operation staffing includes Director, Head Professional, 1st Assistant, 2 Assistant Pros, Merchandiser, and 2 additional PT and 1 FT shop staff
- Year-Round Outside Services staffing - Total count 12, split between FT Hourly at 5 and PT Hourly at 7, which fluctuates.
- Average age of members is 61
- Average handicap, men 16.2 and women 28.6

SHARON HEIGHTS GOLF & COUNTRY CLUB WEBSITE: www.sharonheightsgcc.com

DIRECTOR OF GOLF – POSITION OVERVIEW

The Director of Golf at Sharon Heights Golf & Country Club is the “golf guru and ambassador” of the Club. They must embody the highest levels of integrity, professionalism, and diplomacy, and be a highly active, engaged, and visible presence with both members and staff. They will be a take-charge individual who takes ownership and control of the golf experience. The ideal candidate will be a visionary for SHGCC’s golf operations and beyond. While building relationships with every constituency within the Sharon Heights Golf & Country Club membership, the DOG is someone who needs to be everything golf at SHGCC and have his or her finger on the pulse of all operations besides golf. The new DOG will be asked to evaluate staffing levels, professional standards, and all golf operations policies and procedures for consistency with today’s “best of the best” clubs. They will bring daily energy and creativity to the club energy and creativity while respecting the existing traditions of the club, and be an expert in delivering the member experience.

The DOG must be an exceptional leader, motivator, and mentor of their team who recognizes and respects the contributions of volunteer members and staff of all levels. They will be a person known for their intellect, vision, planning, and knowledge of the game and business including strong business acumen, as well as personally setting the standard for behavior, assertive hospitality, and daily performance. They work closely with the Director of Grounds and other department heads while reporting to the General Manager/COO. The DOG is expected to be the strategic leader of the golf experience at Sharon Heights Golf & Country Club and a person of intelligence, vision, planning, business acumen, and tact, all while being able to not taking themselves too seriously.

The new DOG will be expected to inject focus and innovation into the golf program and create an enhanced culture of professionalism and service at SHGCC. Instituting programs that get the professional staff actively involved in working with and playing with members regularly, thus enhancing their connectivity and skills as professionals must be prioritized in the DOG’s focus and overall mentoring role. Special emphasis is placed on member relations and the ability to interact with members genuinely, properly, and regularly, and truly enjoy doing this daily.

While the Club is looking for the “consummate golf professional” in all aspects of competencies and experiences, the successful next DOG will be proficient in many areas, excelling as a player, coach, instructor, merchandiser, innovator, tournament host, and marketer, but above all, a great communicator!

INITIAL PRIORITIES OF THE NEW DIRECTOR OF GOLF

- Secure high levels of membership satisfaction with a positive, respectful, inclusive, interactive, and highly visible presence.
- Develop and implement informed strategies to increase golf engagement, retail performance, etc.
- consistent with Club objectives
- Be consistently innovative and visible. Ensure the same level of engagement from the team, especially when absent, by setting performance management standards/expectations and executing at a high level.
- Ensure the Club maintains an active Coaching and Teaching program to provide extended value to the golf membership through various offerings. This is of particular importance.
- Keep a close working relationship with the Director of Grounds, focusing on member-guest experiences, playing conditions, pin locations, pace of play, rules and hazards issues, and partnering on tournaments to ensure course setup and playability, including communicating expectations are properly planned for.
- Fully engage with the Club's Management Software system to analyze sales trends, golf rounds, and member demographic utilization of golf operations.
- Ultimate ownership of all independent golf groups: men's, women's, juniors', and couples-related golf.
- Full ownership of all golf events including marketing, tee prizes, billing, and partnering with food and beverage leadership to ensure successful execution.
- Manage daily operations of golf services, ensuring excellence across the golf shop, practice amenities, tournaments, instructional programs, and golf services functions
- Ownership of the Golf Operations budget which includes all tournaments and golf-related events.
- Full responsibility for the Golf Shop inventory and success of the merchandising program to elevate the member experience.
- Work closely with the Controller to ensure financial procedures are maintained in accordance with the established guidelines of the Controller and GM.
- Supervise, coach, and counsel staff per the Sharon Heights Golf & Country Club employee manual and code of conduct.
- Recruit, conduct interviews, hire, and train needed staff. Work with Human Resources Manager to ensure proper hiring and termination procedures are followed.
- Conduct annual reviews with the assistance of the Human Resources Manager and under the approval of the General Manager for all golf department personnel.

CANDIDATE QUALIFICATIONS

- A strong accomplished PGA professional with "gravitas" and a proven track record of providing premier services in a dynamic, exclusive membership environment.
- Provide clear leadership and operational direction for all aspects of golf operations to deliver a world-class golf experience according to Club values, standards, and strategic goals
- Foster a strong service culture by building, mentoring, and developing a high-performing golf team operations team
- Collaborate with the executive team and department leads to ensure golf operations integrate seamlessly with Club operations and offerings
- Develop and manage department budget; forecast and monitor financial performance; collaborate with Finance team to understand and achieve financial targets
- Establish and maintain operating policies, procedures, and performance standards
- Respond promptly, professionally, and constructively to all member and staff feedback and inquiries; develop creative, reasonable solutions that enhance relationships and experiences
- Support membership and staff retention through program development, hospitality, and engagement
- A proven track record in Coaching and Teaching – experience directing an entire club's instructional program is an advantage – working with all levels of playing abilities and diverse skill levels to grow the game.
- A team builder who has a history of attracting, developing, motivating, and retaining a high-performance team of professionals to propel the operation forward.

- A verifiable record of working closely and successfully in a private club with an active Board and committees, while providing visionary leadership and partnership to the General Manager.
- Financially astute with fiscal operations and budget development.
- Ability to elevate and sustain a culture of quality service.
- A strong golf community network and knowledge of best practices of top-performing and high member satisfaction operations across the country
- Exceptionally strong communication skills with members and staff, creating an open exchange environment where genuine input is welcome to move the golf operations forward positively and passionately.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Preferred Bachelor's Degree in Business Administration or Golf Management, but not required.
- In lieu of the degree, substantial golf professional and private club experience will be considered.
- A PGA/LPGA member in good standing with a minimum of 5 years of Head Professional or Director of Golf experience in a like or similar type of facility is required.
- NOTE: Those current 1st or Lead Assistant Professionals, or Head Golf Professionals under a Director of Golf at well-recognized clubs with a strong history of excellent mentorship of the professionals that have worked there, along with verifiable records of achievement, will be considered for this role.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package including association membership. Salary Range: \$250,000 - \$350,000 + additional bonuses and compensation incentives.

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 the Sharon Heights Golf & Country Club search committee/Attn: Aaron Grant, General Manager/COO. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why SHGCC and the Menlo Park, CA 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, January 2, 2026. Candidate selections will occur mid-January, with the first Interviews expected by the end of January 2026, with second interviews a short time later. The successful candidate should assume his/her role in mid-March to early April.

IMPORTANT: Save your resume and letter in the following manner: (These documents should be in Word or PDF)
 "Last Name, First Name - Resume" &
 "Last Name, First Name - Cover Letter – Sharon Heights"

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 Bethany Taylor: bethany@kkandw.com

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