

**ASSISTANT GENERAL MANAGER PROFILE:
THE AMELIA ISLAND CLUB
AMELIA ISLAND, FL**

THE ASSISTANT GENERAL MANAGER OPPORTUNITY AT AMELIA ISLAND CLUB

The Assistant General Manager (AGM) opportunity at The Amelia Island Club (AIC) offers an engaged, hands-on, and interactive leader the chance to live and work in one of the most sought-after areas in the country. This multi-campus club is seeking a mentoring, energetic, and innovative leader who can collaborate closely with the General Manager/Chief Operating Officer (GM/COO) to further enhance experiences, services, programming, and overall member and staff satisfaction.

The key to success is recruiting, retaining, and developing a strong 'employer of choice' foundation for the Club, along with having solid financial skills and a positive, outgoing, and respectful personal style. Being able to multitask is essential, as is the ability to set clear expectations and accountability, follow up with those who report directly, and ensure the entire team understands these expected outcomes and priorities. Being a great team collaborator and the 'go-to' leader for operations is also crucial. Several past leaders working as AGMs under the highly regarded GM/COO have moved on to their own GM roles over the years; this presents a great opportunity for someone with similar ambitions.

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

ABOUT THE AMELIA ISLAND CLUB

The Amelia Island Club is a premier, family-oriented private equity club located on the southern tip of beautiful Amelia Island, Florida. Nestled between the Atlantic Ocean and the scenic marshes of the Intracoastal Waterway, the Club offers its members a unique coastal lifestyle within the 1,300-acre Amelia Island Plantation, an upscale resort community originally developed in the 1970s by Charles Fraser, renowned for his work at Sea Pines on Hilton Head Island.

The Amelia Island Club offers an exceptional array of amenities centered around comfort, community, and coastal living. The recently renovated 25,000-square-foot Ocean Clubhouse serves as the heart of the social experience, featuring oceanfront dining, private events, and aquatics facilities, all complemented by sweeping Atlantic views from its pool deck and three exclusive restaurants. Members enjoy inspired cuisine crafted by the Club's award-winning Executive Chef and culinary team in an atmosphere that is both elegant and welcoming.

In addition to the Ocean Clubhouse, members have access to the Long Point Clubhouse, which offers additional dining and gathering spaces in a relaxed, coastal setting. Through its partnership with Omni Hotels & Resorts, members also enjoy use of a fully equipped Health & Fitness Center with an indoor pool, 23 Har-Tru tennis courts, and seven pickleball courts, creating a vibrant, year-round recreational environment. The Club operates year-round, with a lively season from November through July, fostering strong community and engagement. The Long Point campus is undergoing a strategic upgrade of its facilities, which will include new offices, F & B upgrades, a golf shop, and potentially fitness operations (which are currently on a separate campus).

Members also have access to the private Tom Fazio-designed Long Point course, as well as the neighboring Oak Marsh course and the 10-hole Little Sandy short course, both owned and operated by Omni. Together, these offerings complement the Club's broader lifestyle focus, blending recreation, hospitality, and Southern coastal charm into a premier private club experience.

AMELIA ISLAND CLUB MISSION

Our vision is to be a uniquely valuable and compelling first-class private, member-owned club with high-quality facilities, amenities, and service that capitalize on the club's distinct and beautiful natural coastal setting to create memorable membership experiences.

AMELIA ISLAND CLUB VISION

The Amelia Island Club is a premier, family-oriented, private club that enhances the lives of its diverse membership by providing exceptional dining, golf, tennis, and other recreational and social experiences for members, their families, and guests in harmony with the natural setting of Amelia Island.

AMELIA ISLAND CLUB BY THE NUMBERS:

- 1,300 Members across all membership classifications
- \$75,000 Initiation Fee
- \$13,452 Annual Dues
- Gross revenues of approximately \$18.0M
- F & B revenues of approximately \$5.0M
- Approximately 32,000 Annual rounds of golf
- Approximately 190 Employees – Club operations in height of season
- Club POS: Clubessentials
- 9 Board Members with 3-year terms
- 70 Average Age of Membership
- The Club is a 501(c)(7) not for profit entity

AMELIA ISLAND CLUB WEBSITE: www.ameliaislandclub.com

ASSISTANT GENERAL MANAGER JOB DESCRIPTION

The Assistant General Manager reports directly to the GM/COO and plays a pivotal role in ensuring the smooth and efficient day-to-day operations of the country club.

KEY PRIORITIES

- Oversee key areas including maintenance, housekeeping, dining, catering, and events, with a strong focus on elevating the Member and Team experience.
- Will be an essential leader and mentor, fostering a service-oriented culture that upholds the club's hospitality standards.
- Responsible for revenue growth, staff training, operational excellence, and contributing to the development and execution of the club's strategic goals, all while being a proactive, approachable, and emotionally intelligent communicator across all levels of the organization.
- Implement and maintain industry-leading technology to improve operations, enhance the Member experience, and streamline cross-departmental communication.
- Serve as a liaison between the club's committees, Board of Directors, and management, facilitating communication and ensuring the vision and goals of the leadership are executed effectively.
- Will participate in the development of the annual budget and capital planning process, focusing on driving growth through innovative ideas, operational efficiencies, and strategic initiatives.
- Staff training and development are central to the AGM's responsibilities.
- Will oversee staff recruitment, training, and performance management, with a strong emphasis on fostering a culture of continuous learning and improvement. Providing ongoing coaching and mentorship to staff will be a priority, helping them develop their skills and deliver exceptional service.
- Will ensure that all services, events, and Member interactions reflect the quality and exclusivity that the club upholds.

ACCOUNTABILITIES

Monitor safety conditions and employees' conformance with safety procedures; update emergency plans and procedures and ensure that effective training for these programs is conducted in all departments.

- Maintain contact with members to assure maximum member satisfaction.
- Receive and resolve complaints from Members, guests and employees.
- Actively engage with members to ensure satisfaction, address concerns, and uphold the highest level of service.
- Serve as a role model for staff in customer service and hospitality standards.

- Assure the club's preventive maintenance and energy management programs.
- Assist in the planning of facility improvements, remodeling, construction, and repair, and interact with applicable club committees for this purpose (5-year plans).
- Participate in ongoing facility inspections across the club to ensure cleanliness, maintenance, safety, and other standards are consistently met.
- Serve as an *ad hoc* member of appropriate club committees.
- May serve as a departmental manager in that manager's absence.
- Implement and maintain industry-leading technology to improve operations, enhance the Member experience, and streamline cross-departmental communication.
- Oversee staff recruitment, training, and performance management. Foster a culture of continuous learning and improvement, with a strong focus on hospitality excellence.
- Mentor staff and provide ongoing coaching to help them reach their potential.
- Lead by example, exhibiting strong emotional intelligence, active listening, and an approachable demeanor.
- Foster a positive, productive work environment that encourages collaboration and mutual respect among staff
- Attend management and staff meetings as scheduled.
- Interact with members—answering questions, resolving issues, overseeing services and cleanliness, and showing visitors the club facilities.
- Approve all entertainment in consultation with the Special Events Manager and others.
- Consult with other managers and employees regarding employee grievances and complaints, and direct corrective action where possible.
- Stay informed about the latest trends in the private club industry through involvement in relevant professional organizations.
- Implement best practices in operations, service delivery, and hospitality to maintain the Club's competitive edge.
- Monitor labor; evaluate scheduled and actual labor hours and costs.
- Develop long-term staffing needs for the clubhouse department.
- Work with department heads to plan professional development programs for applicable staff.
- Create, recruit and manage the clubhouse internship program.
- Continuing education to keep abreast of current information and developments in the field to enhance his/her value and quality of services to the members.
- Ensure written performance reviews for responsible departments under their control are completed in a timely manner.

CANDIDATE QUALIFICATIONS

- The ideal candidate will have at least 5 years of experience in a management role within a luxury hospitality, country club, or related setting, including at least 2 years in an assistant managerial capacity.
- A strong knowledge of golf operations, clubhouse management, food and beverage services, event coordination, and facility maintenance is essential.
- The AGM is expected to be proficient in managing budgets, knowledge and/or management of capital projects and driving revenue generation through member experiences.
- The candidate must possess expertise in technology tools and systems used in private clubs.
- Excellent interpersonal and communication skills, along with a deep understanding of leadership development, will be essential in this role.
- Active participation in industry organizations and ongoing professional development is highly valued
- Strong leadership and service culture
- Knowledgeable in best practices in top-performing and high member satisfaction operations across the country
- Exceptionally strong communication skills with members and staff, creating an open exchange environment to move the golf operations forward in a consistently positive, passionate manner

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

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

SALARY AND BENEFITS

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

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 **Patrick Tobey, General Manager/COO, The Amelia Island Club**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why AIC and the Amelia Island, FL 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 Monday, March 30th, 2026. Candidate selections will occur later in April, with the first Interviews expected by the end of that month or early May, and the second interviews a short time later. The successful candidate should assume his/her role as soon as reasonable notice is provided to their current employer.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Amelia Island”

(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 Patty Sprankle: patty@kkandw.com

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