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GENERAL MANAGER PROFILE: MOOR PARK GOLF CLUB HERTFORDSHIRE, UK

GENERAL MANAGER AT MOOR PARK GOLF CLUB

Moor Park Golf Club is seeking an exceptional General Manager to lead one of England's most historic and architecturally distinguished private members' clubs at a pivotal moment in its evolution. With over a century of heritage and an enviable reputation across golf, tennis, and hospitality, Moor Park possesses all the ingredients of a truly premier club. The opportunity now is to harness those strengths, address operational complexities, and lead the Club through a period of renewal, refinement, and repositioning.

This role will appeal to an accomplished and ambitious leader who is energised by both challenge and opportunity. The successful candidate will bring clarity, structure, and momentum to all aspects of the Club's operations, elevating standards, strengthening team performance, and ensuring that every element of the member and guest experience reflects excellence. Working closely with the Board and leadership team, the General Manager will play a central role in restoring Moor Park to its rightful position among the country's most admired and progressive private members' clubs.

This is far more than an operational leadership role; it is an opportunity to shape the next chapter of a great club's history. The General Manager will have the platform to drive meaningful improvement, align teams behind a shared vision, enhance facilities and service delivery, and build a culture defined by pride, professionalism, and accountability. For the right individual, it represents the chance to make a lasting impact and lead the resurgence of a truly special institution.

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

ABOUT MOOR PARK GOLF CLUB

Set within 300 acres of Hertfordshire parkland, Moor Park Golf Club is one of the region's most established private members' clubs, with a history spanning more than a century and a strong, diverse membership. The Club supports an active and engaged community, with regular participation across golf, racquets, and social events, and remains an important part of the local sporting landscape. With its scale, heritage, and facilities, Moor Park is well-positioned to continue building on its strengths and further enhance the overall member experience.

At its centre are two championship golf courses, The High and The West, both designed by Harry Colt in 1923. The High Course is consistently ranked among England's leading courses and has hosted events including British Open Regional Qualifying and the Carris Trophy. Extensive practice facilities and a dedicated short game area complement the courses and provide a complete environment for both regular and competitive play.

The Club also has a well-established racquets section, with thirteen tennis courts and an active playing membership. The addition of padel courts, currently anticipated for Summer 2026, represents a natural step in the Club's ongoing development and reflects its commitment to continually evolving and enhancing its sporting offering.

The 17th-century Mansion clubhouse provides a distinctive setting for dining, events, and everyday use, and remains central to the life of the Club. Supported by an experienced team and a committed membership, Moor Park offers a strong platform, with clear opportunities for continued progress and thoughtful leadership in the years ahead.

MOOR PARK GOLF CLUB BY THE NUMBERS

- At present, there are approximately 1440 members across all categories.

- Joining Fee for 2026 - £2500
- Annual Subscriptions for 2026 – £4010
- Annual Revenue – approximately £5.4M
- Annual Subs Revenue – approximately £3.1M
- Food and Beverage Revenue: approximately £1.2M
- Approximately 40,000 rounds of golf per year
- Average Age of Playing Member: 62
- Responsible to: Chairman of the Board

MOOR PARK GOLF CLUB WEB SITE: www.moorparkgc.co.uk

GENERAL MANAGER POSITION OVERVIEW

The General Manager will lead Moor Park Golf Club through a period of growth and renewal, combining operational, commercial, and financial leadership. Responsible for all day-to-day operations, the General Manager will optimise resources, enhance facilities and services, and maximise the Club's commercial potential. They will provide visible leadership, develop the team, and ensure a consistently high-quality member experience. Working closely with the Board, the GM will align operational delivery with strategic priorities, drive the Club's reputation, and make a lasting impact on one of England's most historic private members' clubs.

Primary Responsibilities:

- Lead and inspire the Club's team, developing talent, building operational leadership, and creating a high-performance culture across all departments.
- Oversee day-to-day operations across golf, racquets, hospitality, events, and administration, ensuring all services and programmes meet consistently high standards.
- Drive the Club's commercial performance, maximising the potential of its assets while balancing member expectations.
- Manage the Club's financial performance, including budgeting, forecasting, and cost control, ensuring sustainable growth while maintaining operational excellence.
- Maintain a visible presence with members, building relationships, understanding needs, and enhancing engagement and satisfaction across all areas of the Club.
- Work closely with the Board to implement strategic priorities, providing operational and strategic insight, and supporting long-term planning and decision-making.
- Oversee facilities and asset management, including maintenance, capital projects, and development programmes, ensuring all assets are optimised and well maintained.
- Use operational and hospitality expertise to drive excellence across all touchpoints of the member and guest experience.
- Operate effectively in a dynamic and challenging environment, demonstrating resilience, decisiveness, and a personable presence that inspires confidence among staff, members, and the Board.
- Identify opportunities to enhance the Club's reputation, positioning, and overall offer, ensuring the Club continues to develop and grow.
- Support and guide departmental heads across Catering, Operations, Course Management and Administration to align operational delivery with strategic goals.

Key Attributes and Experience:

- Minimum of 10 years' leadership experience in private members' clubs or premium hospitality
- Strong commercial acumen with experience maximising assets and revenue
- Financially literate, experienced in budgeting, forecasting, and cost control
- Strategic thinker with operational and Board-level insight
- Highly visible and personable, able to build strong relationships with members, staff, and Board
- Strong operational leadership with a record of delivering excellence across all Club functions
- Experienced in facilities and asset management, including maintenance and capital projects
- Skilled in hospitality and event operations
- Comfortable leading in dynamic and challenging environments

- Results-driven with the ability to identify opportunities for growth and improvement
- Adaptable, resilient, and organised
- Effective communicator with strong influencing and negotiation skills
- Experienced in team development and talent management
- Able to balance operational, financial, and strategic priorities

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

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

SALARY AND BENEFITS

The salary is highly 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 **Nick O'Byrne (Chairman) at Moor Park 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 Moor Park Golf Club and the Hertfordshire 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 6th April 2026. Candidate selections will occur in early-April with the first Interviews expected in mid-April.

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

"Last Name, First Name CV"

"Last Name, First Name Cover Letter – Moor Park 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 Zak Kuebler at zak@kkandw.com or Michael Herd at michael.herd@kkandw.com.

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