

DIRECTOR OF GOLF PROFILE: GREY OAKS COUNTRY CLUB NAPLES, FL

DIRECTOR OF GOLF OPPORTUNITY AT GREY OAKS COUNTRY CLUB

Considered one of the premier country clubs in the United States, Grey Oaks Country Club in Naples, Florida, is seeking an extremely capable, high-energy PGA or LPGA professional with excellent communication skills and strong leadership experience to serve as the Director of Golf (DOG). A strong, charismatic, outgoing and engaging individual will be key to the success of this position. A strong track record of training, mentoring, and empowering the team of professionals under their direction is desired. They will naturally embrace a genuine desire to build sincere relationships with members, guests, and staff.

The DOG is a senior leadership role responsible for the overall management, operations, and delivery of golf programs and services at Grey Oaks Country Club (GOCC). This position oversees golf operations, programming, retail, staffing, and financial performance, while working collaboratively with agronomy leadership to ensure alignment across the golf experience. This role serves as a visible ambassador of the Club, ensuring that golf operations reflect GOCC's high standards of excellence, refinement, and personalized service. This position reports to the General Manager/Chief Operating Officer, a well-respected, tenured industry leader.

The DOG will be the resident expert on all things golf at Grey Oaks Country Club – the game, golf history, instruction and coaching, tournament operations, managing group play (a large and active part of the Grey Oaks experience), merchandising, and more. They will be a generalist across these areas, not necessarily an expert in everything. They will excel at inspiring the team to deliver these services and experiences in a world-class manner daily.

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

ABOUT GREY OAKS COUNTRY CLUB AND COMMUNITY

Grey Oaks Country Club is one of Southwest Florida's most distinguished private club communities and one of the premier country clubs in the United States, consistently recognized as a Platinum Club of America and a Distinguished Club with Elite status. Nestled in the heart of Naples, the Club offers an exceptional lifestyle experience defined by championship golf, refined dining, premier wellness amenities, and a vibrant social culture.

The Club's renowned golf program features 54 holes of championship golf across three meticulously maintained courses. Additional Club facilities include:

- A 63,000-square-foot East Clubhouse, which will be renovated and expanded in 2027
- A 12,000-square-foot golf shop, newly renovated in 2025
- A Golf Performance Center with V1, TrackMan, Smart 2 Move Force Plate, V1 Foot Pressure Mats, Sam Putt Lab, Kvest biofeedback and Inrange Ball Tracking and gaming software
- A 30,000-square-foot wellness, spa and longevity complex, renovated in 2024
- The Pool Café, a 22,000-square-foot facility with indoor and outdoor dining overlooking a resort-style pool
- Renovated in 2024, a Racquets complex with 10 tennis courts, 8 pickleball courts plus pavilion, racquets shop and full separate locker rooms.

The Estuary also features a 20,000-square-foot clubhouse with indoor/outdoor dining overlooking the golf course, a pro-golf shop, and locker facilities. This area will undergo a redesign in 2028. Grey Oaks employs over 350 professionals and is widely recognized for its high standards and as an incubator of hospitality talent.

Enhancing the member experience is more than 1,000 annual social, culinary, educational, and recreational events. From exceptional dining and curated wine experiences to cherished traditions and signature celebrations, Grey Oaks fosters a culture of connection, camaraderie, and elevated living, creating one of the most sought-after private club experiences in the country.

Naples, Florida, is frequently ranked as one of the top places to live and retire in the United States, earning the #1 spot in the 2024-2025 *U.S. News & World Report* rankings due to its high quality of life, safety, and desirable coastal lifestyle.

GREY OAKS COUNTRY CLUB BY THE NUMBERS

- At present, there are approximately 1,300 members (including 626 Equity Golf Members)
- Initiation Fee \$375,000 (Full Member)
- Annual Dues \$25,286 (Full Member)
- Annual Operating Budget is approximately \$45M
- Golf Operations budget approximately \$2.76M
- Club Employees: approximately 350 in season; approximately 250 off season
- Golf Operations Employees: 21 FTE year-round and 19 seasonals
- Approximately 72,000 rounds of golf annually on 3 – 18-hole golf courses
- Approximate Soft Goods Volume - \$1M
- Approximate Hard Goods Volume - \$990,000
- Approximate Instruction Volume - \$550,000
- The Pro Shop is Club-owned
- 12 Board Members with the ability to serve one 4-year term. The Board meets 4–5 times a year under a strong GM/COO governance model and sets the club's long-term strategy. The Golf Advisory Committee meets 5 – 6 times a year and provides feedback and suggestions to the GM/COO and DOG
- POS and Club Accounting System: NorthStar
- Average member age: 59

GREY OAKS COUNTRY CLUB WEBSITE: www.greyoaksccl.com

DIRECTOR OF GOLF – POSITION OVERVIEW

The Golf Operations leader is responsible for overseeing daily golf operations and ensuring a consistently exceptional member experience through operational excellence, service quality, and adherence to Club standards. He/she is the public face of the department for the membership and is highly visible and actively involved in the quality of the overall club experience. They also serve as a visible mentor and leader of the staff in this vital part of Grey Oaks. This individual will implement and uphold golf policies and procedures, serve as a primary point of contact for members and the golf team, and address feedback and concerns with professionalism, discretion, and sound judgment.

The role includes planning, growing, and executing a comprehensive calendar of tournaments, leagues, clinics, and special golf events to enhance member engagement and reflect the Club's commitment to exceptional service. The successful candidate will ensure all programs and events are organized and executed to the highest standards.

This leader is also responsible for recruiting, training, scheduling, mentoring, and evaluating the golf operations team, fostering a culture of accountability, teamwork, and professional growth. The position oversees all golf shop operations, including merchandising, inventory management, vendor relationships, and retail performance. The individual develops and manages departmental budgets, monitors financial results, and analyzes revenue and participation trends to support informed decision-making and long-term success.

Working collaboratively across the Club, this leader partners with agronomy, food and beverage, events, membership, marketing, and facilities teams to ensure a seamless member experience. The role also demonstrates a strong commitment to workplace safety and performs other duties as assigned by management.

KEY RESPONSIBILITIES OF THE NEW DIRECTOR OF GOLF

Golf Operations

- Oversee all day-to-day golf operations, ensuring consistency, quality, and operational excellence
- Establish, implement, and uphold golf policies, procedures, and standards in alignment with Club governance
- Serve as a primary point of contact for members regarding golf programs, policies, and overall operations
- Address member feedback and concerns with professionalism, discretion, and sound judgment

- Provide strategic leadership and direction for all teaching golf professionals by establishing and enforcing instructional standards, evaluating teaching staff performance, and driving lesson utilization through consistent, high-quality instruction
- Lead and oversee all golf fitting operations, ensuring the use of industry-leading technology and techniques, monitoring fitting performance metrics, and maintaining a premier, data-driven club fitting experience

Programming, Tournaments & Events

- Plan and execute a comprehensive calendar of tournaments, leagues, clinics, and golf-related events
- Ensure events are well-organized and aligned with the Club's high standards and bespoke level of service

Team Leadership & Development

- Lead, mentor, and develop golf operations staff, fostering accountability and professional growth
- Recruit, train, schedule, and evaluate team members to ensure appropriate coverage and consistency
- Promote a respectful, professional work environment with clear expectations and strong communication
- Partner with People Operations on employee relations matters
- Analyze revenue and participation trends to support informed decision-making

Retail, Merchandising & Financial Oversight

- Oversee the golf shop operation, including merchandising strategy, inventory management, vendor relations, and product selection
- Develop and manage the department's operating budgets, ensuring fiscal responsibility and profitability
- Analyze revenue streams, expenses, and participation metrics to support strategic decision-making.

Cross-Departmental Collaboration

- Work closely with golf course agronomy leadership, without direct oversight, to align course availability, scheduling, and communications
- Collaborates and communicates with food & beverage, events, membership, marketing, and facilities teams to ensure a cohesive member experience
- Observes safety and security procedures and uses equipment and materials properly and ensures that we provide a safe workplace for our team
- Perform all other duties as assigned by management

CANDIDATE QUALIFICATIONS

- Minimum of 10+ years of progressive leadership experience in private club or high-end resort golf operations
- 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
- Proven success managing golf operations, programming, and team leadership in a private club environment
- Knowledgeable in best practices in top-performing and high-member satisfaction operations across the country
- Strong golf community network, both locally and nationally
- Exceptional communication and relationship management skills
- Experience working with boards, committees, and senior leadership and ability to recognize, understand, and adapt to changing circumstances and Board preferences
- Verifiable ability to attract, hire, develop, and lead a high-performing team of professionals while setting and maintaining standards of performance appropriate to perpetuating the mission and values of the Club
- Professional presence with the ability to engage effectively with a discerning membership
- Experience working with boards, committees, and senior leadership
- Ability to lift up to 50 lbs.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree is preferred, with a focus on Golf Management or Business.
- Substantial private club or hospitality experience will be considered in lieu of the degree.
- A PGA/LPGA member in good standing

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification forms and drug testing prior to employment.

COMPENSATION AND BENEFITS

Grey Oaks offers a competitive compensation package, including:

- 401(k) plan with generous employer match
- Comprehensive health, dental, and vision benefits
- A collaborative, team-oriented work environment
- Opportunities for professional development alongside industry leaders. Grey Oaks has a robust program of development and education, including multiple benchmarking trips, guest speakers, and best in class development for all levels of employees
- Grey Oaks is an Equal Opportunity Employer and a Drug-Free Workplace.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume 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 resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **The Grey Oaks Country Club /Attn: Don Emery, CCM, CCE, ECM, 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 Grey Oaks Country Club and the Naples, 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 Friday, August 7, 2026. Candidate selections will occur in mid-August, with the first interviews expected to be no later than August 21, 2026. Second interviews will be conducted shortly thereafter. The new candidate should assume his/her role as soon as reasonable notice is given to a current employer following selection.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Grey Oaks”

(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 Christy Latimore at christy@kkandw.com or Patty Sprankle at patty@kkandw.com

Lead Search Executive:

Paul K. Levy, PGA
Search & Consulting Executive

O: (833) KKW-HIRE, ext. 711

M: (760) 417-9048

paul@kkandw.com