

Director of Golf/ General Manager

Job Description

Position Title:	Director of Golf or General Manager
Division/Department:	Golf Operations
Reports to:	Chief of Staff
FLSA Classification & Position Type:	Exempt / Full time
Supervisory Position:	Supervisory
Salary Range:	\$55,000 - \$62,000
Location:	Elson Redmond Memorial Driving Range 400 School Street, Richmond, VA 23222

JOB SUMMARY

First Tee – Greater Richmond (FTGR) is a youth development organization that empowers young people by building character, instilling life-enhancing values, and promoting healthy choices through the game of golf. Through accessible facilities, community programming, and exceptional golf experiences, FTGR is strengthening the character of our community while creating welcoming places for golfers of all ages and skill levels.

Located just minutes from downtown Richmond, the Elson Redmond Memorial Driving Range features a premier driving range, two Trackman 4 simulator bays, a six-hole par-3 course, and practice greens. As one of three First Tee – Greater Richmond facilities, Elson plays a vital role in introducing new golfers to the game while serving as a year-round destination for practice, instruction, leagues, and community engagement. The organization also operates Belmont Golf Course and The Tattersall Youth Development Center at First Tee Chesterfield Golf Course.

The Director of Golf is responsible for the overall leadership, business performance, and day-to-day operations of the Elson Redmond Memorial Driving Range, ensuring the facility operates in alignment with First Tee – Greater Richmond's mission, strategic plan, and commitment to exceptional customer experiences. The Director will lead initiatives that increase facility utilization, membership growth, instructional programming, earned revenue, and community engagement while fostering a welcoming, inclusive culture for golfers of all ages and abilities. This position is responsible for the financial and operational success of the facility, including budgeting, staff leadership, programming, customer service, merchandising, and overall business performance. The ideal candidate possesses strong leadership, financial management, communication, and problem-solving skills, along with a passion for growing the game of golf and creating outstanding customer experiences.

The Director of Golf will work collaboratively with the leadership teams at all First Tee – Greater Richmond facilities to promote organizational consistency, share best practices, support cross-facility initiatives, and deliver a unified customer experience that advances the organization's mission and strategic goals. Above all, the Director of Golf serves as an ambassador for First Tee – Greater Richmond, representing the organization with professionalism, integrity, and enthusiasm while building meaningful relationships with participants, members, guests, community partners, volunteers, donors, and staff.

ESSENTIAL FUNCTIONS

Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge, skills and other characteristics. This list of tasks is illustrative ONLY and is not a comprehensive listing of all functions and tasks performed by positions in this class. It does not imply that all positions within the class perform all the duties listed, nor does it necessarily list all possible duties that may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Provide visionary leadership for all golf operations at Elson Redmond, fostering a welcoming, inclusive, and customer-focused culture that reflects the mission and values of First Tee – Greater Richmond.
- Direct all aspects of daily facility operations, including the golf shop, driving range, short course, simulators, practice facilities, food and beverage operations, customer service, and future instructional amenities.
- Develop and execute strategies to increase facility utilization, earned revenue, and customer retention through memberships, instructional programming, leagues, clinics, events, food and beverage, retail sales, and other innovative programming.
- Lead the continued growth of Elson Redmond's membership program by developing initiatives that increase acquisition, engagement, retention, and member satisfaction.
- Oversee the planning, implementation, and evaluation of all adult instructional programming while supporting youth instruction and ensuring a consistent, high-quality teaching experience across all instructors.
- Expand lesson offerings, club fittings, simulator experiences, leagues, corporate outings, special events, and other revenue-generating programming.
- Recruit, hire, train, supervise, coach, and evaluate golf operations staff while fostering professional development and accountability.
- Maintain exceptional facility presentation by collaborating with operations and agronomy staff to ensure the golf shop, practice areas, and all customer-facing spaces consistently meet organizational standards.
- Partner with the Marketing team to develop and execute promotional campaigns, digital communications, and community outreach initiatives that increase awareness, participation, memberships, and repeat visitation.
- Build relationships with local businesses, colleges, community organizations, and strategic partners to expand participation and position Elson Redmond as Richmond's premier practice, instruction, and community golf facility.
- Continuously evaluate customer feedback, market trends, and operational performance to identify opportunities that improve the guest experience, increase utilization, and drive earned revenue.
- Monitor key performance indicators, including range utilization, memberships, lesson participation and revenue, retail performance, food and beverage sales, customer

satisfaction, rounds played, and overall financial performance, using data to inform operational decisions.

- Develop annual operating budgets, revenue forecasts, and business plans; monitor financial performance and implement strategies to achieve or exceed budgeted goals.
- Ensure effective inventory management, merchandising, purchasing, and retail operations that align with customer demand and financial objectives.
- Plan, organize, and oversee tournaments, leagues, clinics, social events, and community programming that increase engagement, attract new golfers, and encourage repeat visitation.
- Ensure compliance with all organizational policies, safety standards, and operational procedures while maintaining a clean, organized, and efficient facility.
- Support First Tee youth programming, community outreach initiatives, and organizational events as needed.
- Perform other duties and special projects that contribute to the overall success of First Tee – Greater Richmond.

JOB REQUIREMENTS AND QUALIFICATIONS (education and experience)

- Requires a Bachelor's degree and a background in business administration, sports management, facility management, or other related field or similar experience
- PGA or LPGA Member preferred
- Proven experience in leading and managing a team
- Fundamental knowledge of the game of golf
- Previous experience of managing an operating budget with P&L responsibilities
- Knowledge of and commitment to the goals and philosophy of First Tee

OTHER INFORMATION AND EXPECTATIONS

- Maintains adherence to the organization's policy on confidentiality in all matters regarding personnel, financial, volunteer and other business information about the organization.
- Seeks and participates in continuing education or professional development related to the position, the organization, or both.

WORK ENVIRONMENT, TRAVEL AND EXPECTED WORK HOURS

This position is performed in a golf course environment with office work such as staff scheduling, budget oversight, performance reviews, and inventory management. Typical days and hours of work will fluctuate with evenings, holidays, and weekend work as required by special events and business demand.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; use fingers and hands to control computer mouse, type or write; reach with hands and arms; talk and hear. Specific vision abilities required by the job include close vision, distance vision, color vision, and the ability to adjust focus.

EEO STATEMENT

First Tee - Greater Richmond provides equal employment opportunities (EEO) to all employees and applicants and does not make employment decisions because of or on the basis of race or traits historically associated with race, including hair texture, hair type, and protective hairstyles such as braids, locks, and twists, color, religion, sex, sexual orientation, gender identity, pregnancy, childbirth, or related medical conditions, including lactation, age (40 years of age or older), national origin, disability, marital status, veteran status, or any other basis prohibited by federal, state, or local law. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position. First Tee – Greater Richmond reserves the right to modify the scope of this position. Factors that may affect this position include, but are not limited to, those related to business needs, organizational structure, industry trends, and individual skills and performance.