



## CAROLINAS CHAPTER

CLUB MANAGEMENT  
ASSOCIATION OF AMERICA

# CAROLINAS CHAPTER JOB OPENING

### CLUB

**Long Cove Club**

### LOCATION

**Hilton Head Island, SC**

### POSITION FOR HIRE

**General Manager/Chief Operating Officer**

### THE GENERAL MANAGER/CHIEF OPERATING OFFICER OPPORTUNITY AT LONG COVE CLUB

The GM/COO opportunity at Long Cove Club (LCC) is a special opportunity to lead a club and community that is well established and like many resort area communities, seeing a tremendous number of new resident members during the pandemic, leading to enhanced expectations of innovations and heightened experiences. Long Cove's well-regarded current GM/COO will be retiring at the end of the year, and this is an opportunity to be part of the era of LCC---planning for new and/or renovated amenities and be a strong "thought partner" with the Board and team in doing so.

Long Cove Club is financially sound and has strong member and staff satisfaction and engagement, making this an ideal situation for its new leader to transition 'without having to put out fires' and by first learning the culture, members and team!

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

### ABOUT LONG COVE CLUB

Since its inception in the early 1980's, Long Cove Club (LCC) has been recognized as the standard by which single-family, private, secure residential communities are measured. Small by design with just over 600 acres, the incomparable natural beauty and casual elegance of the community reflects its relaxed and unpretentious lifestyle, as well as their commitment to excellence in all aspects of residential club community life.

Long Cove Club is considered one of Hilton Head Island's best-kept secrets. Its members have quietly been enjoying the good life there for over four decades. Its Pete Dye golf course, ranked in the Top 100 for over forty years, sets the tone for the community as it graciously sweeps the salt marsh, lagoons, pine and live oak forests that surround it. Its further amenities include a deep-water marina on the banks of the Broad Creek where members enjoy boating, fishing, kayaking and a beautiful vista.

While golf has gotten LCC nationally recognized, so too has the highly regarded tennis program at the Club, one of the best regarded on the Island. The Club's renovated Low Country-style clubhouse is the hub of the community and hosts a wide array of member activities and programs, with a well-regarded culinary program. Near to the clubhouse is the well maintained and landscaped community pool, which is adjacent to the sports complex.

Unique to LCC, and setting a nice trend for other communities, is the Farm, an area set aside within the community for those members wishing to grow their own vegetables or flowers. Adjacent to the Farm is a community playground providing a great area for families to gather and kids to recreate!

Ideally situated in the heart of Hilton Head Island, Long Cove is especially close to shopping, dining and beaches, and connects to miles of bike paths throughout the island, and members often think of Long Cove as the place where they are “Living and playing with our neighbors!” The community is “incredibly social” and “actively charitable.”

LCC has consistently been recognized over the years by many publications as follows:

**CLUB LEADERS FORUM** - Platinum Club of America

**GOLF CONNOISSEUR** - “A top 40 Golf Club Community in America”

**GOLF WEEK** - Best Residential Golf Courses in the United States

**GOLF WEEK** - Best Modern Courses since 1960

**GOLF MAGAZINE LIVING** - “Top 25 Best Courses You Can Live On”

**GOLF DIGEST** - “America’s 100 Greatest Golf Courses” (30 years on the list)

### **LONG COVE CLUB BY THE NUMBERS:**

- 570 property owner Members, with approximately 500 homes built
- Initiation fee - \$35,000
- Annual dues - \$15,333, which covers both Club and common area property maintenance fees and includes \$2,400 reserved for capital needs
- Gross volume approximately \$12.0M
- Annual dues volume approximately \$8.7M
- F&B revenues of approximately \$1.3M with most of that from ala carte dining
- Approximately 85 year-round employees with just a few seasonal additions
- Approximately 38,000 rounds of golf in 2021 (an all-time record!)
- Average age of membership – 66
- There are a total of 9 Board Members, each serving three-year terms
- There are 12 standing committees including: Community Services & Security, Finance/Audit, Golf & Greens, House, Long Range Planning, Marketing, Sports Center, Waterfront, Casual Dining (Ad Hoc for project), ARB, Long Cove Fund and Human Resources
- The Club uses JONAS for its accounting and POS
- Long Cove Club is organized as a non-profit organization under the statutes of SC law. However, just because legally the club is organized as a non-profit does not necessarily mean that the Club is tax exempt for IRS purposes. Because the Club is a CIRA (Property Owners Association), it does not qualify to apply for tax exempt status from the IRS. But does have non-profit legal status.
- The Club is currently in construction for a new [Golf Teaching Facility](#) and planning for a Community Center and other improvements.

**LONG COVE CLUB WEBSITE:** [www.longcoveclub.com](http://www.longcoveclub.com)

**LONG COVE CLUB COMMUNITY VIDEO:** [Long Cove Club Community Video](#)

## **GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION OVERVIEW**

The General Manager/ Chief Operating Officer (GM/COO) of Long Cove Club reports directly to the Club President and manages all aspects of club and community operations. He/she coordinates and administers the club's policies as defined by the Board of Directors, develops operating policies and procedures, and directs the day-to-day work of all departments including golf operations, course maintenance, rental programs, HOA/POA operations, member services, food and beverage, fitness, security, accounting / budgeting and human resources, racquets programs experience, as well as being actively involved in real estate and membership marketing efforts. Specific emphasis on the continuous evolution to excellence and quality standards to enhance the experience for members and their guests is of primary importance.

The GM/COO is expected to be a consummate and respectful professional in terms of diplomacy, transparency, honesty, integrity, accountability, leadership, and dedication. He/She "must be able to inspire and motivate a mostly long tenured and capable team at LCC, earn the respect of the members and employees as well as the community at large; understanding how to gain and maintain the trust and confidence of these constituencies is a critical success factor at LCC and is best accomplished by having a naturally approachable, interactive and involved style. Possessing a high "EQ," being politically adept and not shying away from respectfully direct conversations is important.

Long Cove Club is a busy and multi-faceted operation that requires significant administrative and organizational skills and possessing strong financial acuity is important, as is the ability to analyze and convey important financial information and expectations to various Committees, the Board and the leadership team, especially important with the upcoming strategic capital improvements and planning for their successful opening upon completion succinctly and concisely.

Of further importance is having modern technology skills and the ability to vision how to leverage technology to elevate or improve efficiencies, member experiences or staff follow up and responsiveness.

Well-developed communication skills, both verbally and in writing, while clearly important at all clubs, is of utmost importance at LCC. The GM/COO must be comfortable and effective in being able to communicate with all levels of staff, with the varying demographics of the membership, with outside vendors and community leaders, and in both one on one and large group settings. Exceptional personal presentation and "presence" is critical in this role as is a sincere and natural front facing, approachable style. Collaborating with the Board, Committees and Senior Staff, the GM/COO must be focused on ensuring that the Club's vision is relevant, topical, and well-constructed, and that all involved know their accountabilities. Of further importance is the continued development of data-based presentations and decision-making, therefore capturing actionable data and using it to 'educate' staff and constituencies is important.

## **INITIAL PRIORITIES OF THE GENERAL MANAGER/CHIEF OPERATING OFFICER**

The following priorities have been identified for likely initial primary focus:

- Observe, listen, ask questions, and learn about the culture and heritage of LCC. The Club is very open to changes and enhancements, but you must first understand the history, expectations, etc.
- Meet and sincerely interact with and engage as many members as possible. Build trust, schedule interactive times, and follow up on details. Being "present, visible, approachable and front facing" and involved in all operations and especially in member high usage areas/times is important. The Club has a history of excellent member experiences; consider how to ensure they continue at a high level and where they may be even further enhanced.

- Creating a series of member focus group ‘by invitation’ sessions immediately upon commencing the role will be important to both introduce oneself to the membership, but to also to learn how LCC functions and what members/residents and staff value and would like to see enhanced.
- Working with the Board and appropriate committees to continue to “map” the future of capital reinvestments, their likely impact and financial needs.
- Truly get to know the team and advocate for their success. Spend time with the entire team getting to know them (many of whom have been with Long Cove for double digit years of tenure), their abilities, and aspirations and to further their already strong mutual respect and collaborative approach to supporting one another and the Club’s overall mission. As part of this on-boarding, evaluate the overall talent recruitment, retention and development process to ensure LCC remains competitive in a very labor challenged market.
- Develop the Board and Committee relationship, working to create a strong bond and communication exchange of diplomatic openness. The GM/COO must be “respectfully assertive” in making his/her opinion part of the discussion and help to ensure a big picture view is always considered in policy-making and directional changes. Being exceptionally well-versed in LCC bylaws, policies, and rules is critical. Additionally, actively work to get to know local community officials and key decision-makers with whom Long Cove needs to rely for various projects and approvals.

## **CANDIDATE QUALIFICATIONS**

Ideally, a minimum of 7 - 10 years of progressive leadership/top level general management experience in (preferably) a private member-owned country club, with significant, multi-dimensional operations, or leading resort/hospitality operations outside of the club industry in a similar dynamic, progressive and relevant operation. Leading in a strong GM/COO model and taking “ownership,” accountability and responsibility while doing so are verifiably necessary traits and experiences. The Club will consider well-mentored AGMs, but only from similarly large scale, iconic or nationally recognized club operations.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A BS or BA degree (or equivalent) from an accredited college or university, preferably in business or hospitality management.
- A CCM and CCE designation or similar accreditation outside of the club industry is desirable.

## **CLUB COVID REQUIREMENTS**

This club does not require staff to be fully vaccinated as a provision of employment.

## **SALARY AND BENEFITS**

The Club offers an excellent bonus and benefit package, along with the typical CMAA benefits.

## **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 Long Cove Club Search Committee** and clearly articulate why you want to be considered for this position at this stage of your career and why Long Cove Club and the Hilton Head, SC 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 August 1, 2022. Candidate selections will occur later that month with first interviews expected shortly after Labor Day, with final interviews by the end of September. The new candidate will assume his/her role ideally around year end 2022.***

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – LCC”

(These documents MUST 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](mailto:patty@kkandw.com)

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