

# Job Profile – General Manager

## **Job Title**

### ***General Manager – The Poole Yacht Club***

The Poole Yacht Club is a private members' Club of approximately 1800 members, with a Yacht Haven for 380 boats, a large Clubhouse and Boat Yard. It runs a varied programme of yacht, dinghy and small boat sailing activities and events. It also provides storage and maintenance facilities for members' boats. The Clubhouse provides bar and catering services 7 days a week to the members, their guests and visitors. The Club operation is run by a General Manager, supported by a team of staff. The Manager reports to the Club General Committee, which has overall authority and sets policy and direction for the management of the Club, on behalf of all members.

The General Committee is chaired by the Club Commodore, who, when necessary, will provide a line management role for the General Manager. The other three Flag Officers will provide the General Manager with direction and advice relevant to their specific departments.

[Home - Poole Yacht Club \(pooleyc.co.uk\)](http://pooleyc.co.uk)

## **Purpose Statement**

The role of the club General Manager involves overseeing and managing the overall operations of our yacht club. They are responsible for ensuring the smooth functioning of the club and providing a high level of service to members and guests.

## **Current Team**

The General Manager reports to the Commodore and Flag Officers elected by the members of the club.

The General Manager oversees the following staff teams:

Bar & Catering – 1 x Bar & Catering Manager, 3 x Chefs and part time kitchen staff and Bar Staff – 7 day per week operation

Yard Team – Yard Manager (part time), 2 x Yard Hands and 1 x Bosun who oversees a small team of members that run a launch service to our moorings

Back Office Team – Comprising of 1 x Accountant and 3 x Administrative and IT posts

Sailing – 1 x Sailing Events Manager / Sailing Pro

## **Job Overview**

Overall, the role of a yacht club General Manager involves overseeing all aspects of club operations, managing staff and member relations, maintaining facilities, ensuring financial sustainability and securing the future success of the club.

The Club is open 7 days a week, with most demand from members at the weekends and evenings. Whilst most of the administration takes place midweek during the day, it is expected that the General Manager will work flexibly, 5 days within 7 each week, to take account of the needs of the job. This would include providing management cover for major weekend or evening events (shared with other staff when appropriate), plus attending evening Committee meetings.

## Key Responsibilities

1. **Club Operations:** The General Manager is responsible for the day-to-day operations of the yacht club. They will oversee the various teams of staff detailed in 'Team' above. They ensure that all club operations are running efficiently and in compliance with regulations and club policies.
2. **Financial Management:** The General Manager plays a crucial role in financial management. Alongside the Honorary Treasurer and the General Committee, they develop and manage the club's budget, monitor expenses, and implement financial controls. They are involved in financial planning, income generation, and cost optimization to ensure the financial sustainability of the club.
3. **Member Relations:** Building and maintaining strong relationships with club members is a vital aspect of the General Manager's role. They work closely with members, addressing their concerns, managing feedback, and ensuring a high level of member satisfaction. They will also organize certain club events and activities, including the club AGM and General Committee monthly meetings.
4. **Staff Management:** The General Manager oversees the recruitment, training, and management of club staff. They ensure that the staff members are well-trained, motivated, and provide excellent customer service. Additionally, they handle performance evaluations, conflict resolution, and enforce disciplinary actions when necessary.
5. **Facility Maintenance and Development:** The general manager is responsible for overseeing the maintenance and development of the club facilities. They coordinate repairs, renovations, and upgrades to ensure a safe and attractive environment for members and guests.
6. **Compliance and Regulations:** Yacht clubs are subject to various regulations and legal requirements. The General Manager ensures compliance with UK legislation, as well as any specific regulations applicable to the operation of the club. This may include ensuring adherence to safety standards, environmental regulations, and licensing requirements. They maintain appropriate records to support compliance.
7. **Strategic Planning:** The General Manager plays a role in setting the long-term vision and goals of the yacht club. They work with the Flag Officers and General Committee to develop strategic plans, identify opportunities for growth, and implement initiatives to enhance the club's reputation and financial performance.

## Required Attributes

Our General Manager requires a diverse set of attributes to effectively oversee the operations and management of the club. Here are some key attributes required for the role:

1. **Leadership:** The General Manager should possess strong leadership qualities to guide and motivate the club's staff. They should be able to set a clear vision for the staff and inspire them to work towards these goals.
2. **Communication skills:** Excellent communication skills are essential to effectively interact with club members, staff, and stakeholders. You should be able to convey information clearly, listen attentively, and address concerns or issues effectively.
3. **Business acumen:** A yacht club is a complex organization that requires sound business management skills. The General Manager should have a solid understanding of financial management, budgeting, marketing, and strategic planning to ensure the club's financial stability and growth.
4. **Customer service orientation:** Our club aims to provide a high level of service to our members. The General Manager should prioritise exceptional customer service, ensuring that members' needs are met and their experiences at the club are enjoyable.
5. **Knowledge of the yachting industry:** An understanding of the yachting industry, including trends, regulations, and best practices, is important for a General Manager. This knowledge helps in making informed decisions, offering relevant advice to the Flag Officers and General Committee.
6. **Organizational skills:** Managing a yacht club involves overseeing various activities, events, and services. The General Manager should be highly organized, capable of multitasking, and adept at prioritising tasks to ensure smooth operations.
7. **Problem-solving ability:** The Yacht club faces various challenges, ranging from member disputes to operational issues. The General Manager should possess strong problem-solving and decision-making skills to address these challenges effectively and find practical solutions.
8. **Networking and relationship building:** Developing and maintaining relationships with members, suppliers, Council, Harbour Authorities and other stakeholders is vital for the yacht club General Manager. They should be skilled at networking with other yacht clubs, building partnerships, and representing the club in a professional manner.
9. **Flexibility and adaptability:** Yacht clubs often experience seasonal variations in activities and member demands. The general manager should be adaptable to changing circumstances, flexible in managing resources, and able to adjust strategies accordingly.

## Required Experience

### Essential

Proven success in management of hospitality and/or recreational facilities  
Experience of effectively managing teams of staff to deliver high levels of service  
Track record of sound financial management and budgeting  
Experience of facility management and upkeep

### Desirable

Succeeded in a similar role in a yacht club or marina  
Working in a management role in a members' club, reporting to Senior Club officers  
Management Involvement in marine facility infrastructure projects