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GENERAL MANAGER PROFILE: PELICAN YACHT CLUB FORT PIERCE, FL

THE GENERAL MANAGER OPPORTUNITY AT PELICAN YACHT CLUB

An amazing opportunity exists for candidates with a successful track record of leadership and high-quality operations management at experience-centric club operations or high-end establishments in the hospitality industry. We are conducting the General Manager (GM) search for the Pelican Yacht Club (PYC). The candidate will be an integral part of a high-performing team for one of the most prominent yacht clubs in Florida.

The General Manager role at Pelican is one best suited to a leader who genuinely enjoys being the 'face' of the Club, being highly engaged, visible, and interactive with member families, and epitomizes the "selfless leader" so appropriate to a high-performing hospitality environment. This is an opportunity for a qualified manager to make a long-term 'home,' being appreciated for providing competent, committed, and engaged leadership.

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

HISTORY OF PELICAN YACHT CLUB

The Pelican Yacht Club is an equity-owned private membership club that first opened its doors in 1946 and has been a favorite place for gatherings, parties, fundraisers, and events for more than 78 years. Frank Rowell and Robert Gladwin founded the club with land and buildings purchased from the U.S. Navy and with generous donations of labor and materials from members and local businesses. The Club caters to the boating and fishing interests of its members. After a devastating fire in 1988, the club was completely rebuilt. In January 1993, Pelican became an equity ownership club. Today the club offers an elegant, world-class Clubhouse in an unrivaled location on the Fort Pierce Inlet from the Atlantic Ocean. Pelican Yacht Club Marina has easy ocean access and the club's 95-slip marina caters to boaters with many first-class amenities.

Pelican Yacht Club members also enjoy one of the best spa, pool, and fitness centers in Fort Pierce. The state-of-the-art fitness equipment and personal training sessions rival the best that Fort Pierce has to offer. The Pelican Yacht Club also offers specialty workout programs that include private Yoga lessons, personal training, HITT (high-intensity interval training), aquatic fitness, and more.

Excellent dining options at the club include Crow's Nest and Sunset Grill. Members enjoy excellent cuisine in a beautiful and spacious dining room that affords a view of spectacular sunsets over the Indian River Lagoon.

PYC also boasts a very active and varied annual activities calendar that offers exciting programming on a year-round basis. One of the premier annual events is the Club's Invitational Billfish Tournament. This event takes place each January and this year marks the club's 44th year hosting this six-day fishing event.

PELICAN YACHT CLUB BY THE NUMBERS

- 348 Members
- \$6M Approximately Gross volume
- \$1.04M Approximately Dues Volume
- \$1.6M Approximately F&B volume
- \$12,000 Equity Membership Fee
- \$1,100 Annual Building and Grounds Improvement Fees
- \$1,200 Annual F&B Minimum
- 94 Wet Boat Slips plus dry dock storage

- 10 Committees
- 12 Board Members
- 3 Year Terms for most Board Members and for Trustees
- 50 FTE Employees

PELICAN YACHT CLUB WEBSITE: www.pelicanyachtclub.com

GENERAL MANAGER POSITION OVERVIEW

The GM will direct all day-to-day operations of Pelican Yacht Club. The new GM will be a highly visible, hands-on leader who can work collaboratively with team members to manage all aspects of club functions. The GM is responsible for delivering outstanding service and memorable experiences to the multi-generational membership and their guests.

Reporting to the Commodore, the GM leads the organization in accomplishing its mission of being a vibrant, member-driven, multi-generational yacht club providing all members with extraordinary experiences and legendary services. The position conveys the PYC values in a manner that is well understood, widely supported, consistently and effectively implemented. The GM supervises the Dining and Beverage, Administrative and Maintenance, Marine Facilities and pool staffs.

Key attributes include:

- An individual who embodies Honesty, Integrity and Loyalty to the Pelican Yacht Club members and staff.
- A highly visible, engaging and outgoing club leader who enjoys daily interaction with club members, guests and staff. Possesses a deep understanding and track record of success managing high quality, multi-outlet food and beverage operations; has sustainably grown revenue and trained/developed/retrained best-in-class front of house teams.
- A verifiable motivator and leader who can bring out the best in others by setting clear goals and expectations, holding them accountable for outcomes, by providing consistent feedback and support.
- Being naturally outgoing, conversant, respectful, and diplomatic, *but able to diplomatically say “no” when appropriate.*
- An organizationally focused individual who recognizes that obsession with details and consistency of delivery at an extremely high-level result in member and associate satisfaction. Keen understanding of quality in all aspects of the club and club operations as well as demonstrable success in leading clubs to continued relevancy and successfully managing evolving membership demographics.
- Fosters cordial and respectful relations with members, while at the same time ensuring that PYC Policies and By-laws are consistently applied by staff and followed by members and guests.
- Maintains exceptional member relations and delivers outstanding membership experiences and satisfaction by creating a quality environment through staffing, programming, operations, and maintenance. Drives creation of a membership experience that retains existing members and leads to new member growth.
- Proposes appropriate annual and longer-term financial objectives, including the capital budget plan, and manages operations to consistently achieve these goals. Is responsible for achieving operating and financial results consistent with board-approved goals and objectives.
- Is committed to making PYC a vibrant, member-driven club and promotes an existing positive and respectful relationship between members and PYC staff.
- Helps in the development of the long-term strategy and stays abreast of industry trends and challenges. Proposes annual objectives and plans that meet the needs of members, employees, and other stakeholders; ensures consistent and timely progress toward strategic objectives.
- Works closely through and with the Flag Officers and Committee Chairs to keep the Board of Directors informed on all important aspects of PYC operations. Is effective at taking the lead in pressing for actionable decisions.

EMPHASIZED KEY CHARACTERISTICS

- Outstanding communication skills are necessary for this role and to be successful at PYC. As the primary communicator of much of the information at the Club, proven outstanding verbal and written skills are critical. As is a keen ability to “listen,” “engage,” “build trust” and “be highly approachable.”

- Must be a leader who “leads by example” with a nurturing, respectful, mentoring style of leadership with staff, carrying themselves to a standard other staff want to emulate.
- A “hands on” leader who recognizes the balance between leading, doing and delegating.
- Must be vision and mission oriented; anticipating how the Club continues to evolve is important, as is being actively ‘networked’ in the industry to the point of being on the forefront of trends in clubs.
- A visible, sincerely engaged and hard-working leader that brings ideas to the table and can express those ideas thoughtfully and easily to team members, the Flag, Board, Trustees and the highly active Committees.
- Being strategic in focus and able to gain support and execute approved plans and directions, sometimes encouraging the Board to make actionable decisions, albeit it with a strong and natural ability to analyze and communicate the reasons behind recommendations.
- Recognizing the need for the continuation of an “employer of choice” approach to attracting, retaining, and developing staff at every level within the greater PYC organization.
- Possessive of a strong financial acumen for hospitality trends and metrics, and able to fully comprehend and explain P/Ls, balance sheets, cash flow and operating, capital and project management budgets.

INITIAL PRIORITIES OF THE GENERAL MANAGER

- Work diligently to develop the trust and confidence of key contributors by being thoughtful, candid, proactive, available, approachable and by listening and respectfully responding.
- In collaboration with the Flag Officers, Committee Chairs, Board members, Trustees and staff, ensuring that the overall financials, reports, and processes are in place and followed.
- Continuing employee engagement, primarily by being exceptionally proactive in engagement throughout the operation, learning names, spending time to know and understand the team members, learning the procedures and ebb and flow of business. The senior staff of the PYC are long tenured, highly regarded and capable.
- Evaluate the overall member service experience and how it dovetails with employee performance, the accountabilities and responsibilities of key departmental leaders and further the plan for continuous improvement.
- Review the overall F & B operation, its consistency of execution and overall standards for success.

DESIRED CANDIDATE QUALIFICATIONS

- A minimum of 5 - 7 years of progressive leadership/management experience in (preferably) a private member-owned club, or leading hospitality operations outside of the club industry in a similar hospitality operation.
 - Strong personal qualities of confidence, credibility, energy, commitment, and humor along with exemplary ethics of honesty, integrity and loyalty.
 - Technologically proficient and recognizing best practices use of technology to improve ‘high touch’ service delivery to members, as well as to more effectively manage and lead operations.
 - Someone who respects the history, traditions and culture of the Club, while also being an innovator and a champion of new ideas and initiatives, looking to consistent improvement of member experiences and operational efficiency.
 - A truly confident, diplomatic, and competent club industry professional with exceptional “executive presence,” who recognizes the importance of accountability, and who has a strong history of success in working with member boards and committees.
 - As noted above, a true “partner” with the Flag Officers, Board, Trustees and all active Committees, recognizing that he/she needs to be a creative problem solver whose ability to convey ideas, suggestions, and solutions in a thoughtful, well-reasoned manner with a high level of integrity results in high levels of respect.
- Yacht club and marina experience preferred but not required.

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 form upon hire.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree from a four-year university or college, preferably in Hospitality Management is preferred.
- In lieu of the degree, substantial private club or hospitality experience will be fairly considered.
- From the club industry, Certified Club Manager (CCM) designation is desired, but not required. If without such designation, a commitment to on-going and lifelong learning and strong networking capabilities is critical. If outside of the traditional CMAA background, having verifiable professional development that clearly provides confidence in one's ability to lead a club and hospitality operation like PYC.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience and befitting a club of the size and scope of the Pelican Yacht Club.

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 in your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Pelican Yacht Club search committee/ Mr. Mel Folbrecht, Commodore, and clearly articulate why you want to be considered for this position at this stage of your career and why PYC and the Fort Pierce 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 Friday, February 23, 2024. Candidate selections will occur in early March with the first Interviews expected in mid-March and the second interviews a short time later. The new candidate should assume his/her role in early May 2024.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter, Pelican Yacht Club"

(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 Holly Weiss: holly@kkandw.com

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