

### **Assistant Director of Special Events**

Spring Lake Golf Club

Spring Lake, NJ 07762



### **A Brief History of Spring Lake Golf Club**

Spring Lake Golf Club has a rich and storied history dating back to the 19th century. On August 20th, 1898, the Spring Lake Golf and Country Club was officially incorporated in Monmouth County, formed by a group of wealthy eastern industrialists and influential local businesspeople. A new clubhouse was completed in 1916, and a year later Albert Warren Tillinghast was selected to create and execute a new plan for the golf course. A.W. Tillinghast designed over sixty golf courses in his time, including some of the treasures of American Golf. His course designs are considered among the best in the world, and he is widely recognized as one of the prime figures of the golden age of golf architecture in America. Changes have been made to several greens and sand bunkers throughout the years, but there have been no other major architectural changes since the time that Tillinghast completed his work at Spring Lake. Our golf club has recently completed a major clubhouse and dining space renovation that includes multiple upgrades and renovations to its dining facilities with additional bars, seating, outside dining and an outdoor bar. In addition, the banquet event spaces have been upgraded with new carpet, lighting, and wallcoverings. This is an incredibly special time for Spring Lake Golf Club as it continues to grow and prosper and focuses on the needs of the growing membership and exceeding the expectations of its membership and their guests.

### **Assistant Director of Special Events Position Overview**

We are looking for an energetic and well-organized person who can be dedicated to a long-term commitment to a special Club and its membership. This person will be a critical part of the leadership TEAM that consists of highly professional and talented individuals. This position is to help support the current staff and new business levels as it relates to special events at Spring Lake Golf Club. This person will be able to develop their role and advance their skills to prepare for their future in our organization. This qualified candidate will be collaborating very closely with our current Director of Special Events who has been at the Club for over 40 years to learn all aspects of this position from knowing the members personally and their specific needs and aspirations. In addition, meeting with clients to discuss all aspects of their event, returning phone calls, completing BEO's, assisting in leading the events and being present on the floor and supervising the service staff to the Spring Lake Golf Club standard. This position will evolve with additional responsibility and this candidate will fully evolve into the Director of Special Events at the Club when the time is appropriate and our current Director of Special Events is ready to retire. The Club is focused on making sure this new TEAM member understands all facets of the organization and the membership needs with this proper succession leadership planning. This planning and proper training will ensure continuity in our leadership and trust with a comfort level for our membership and event clients. This qualified candidate needs to be comfortable in being the leader and presence of the event and banquet areas with a direct approach and an understanding that full "on-the-floor" member and staff engagement is critical to success in this position.

The Assistant Director of Special Events should also have a strong and highly visible, respectful presence with the membership and our TEAM members, be an exceptional communicator with expert

people skills and the maturity to instinctively know how to treat members and guests with a high level of service. He or she must be able to communicate these expectations to a staff with diverse backgrounds and motivate them positively to understand and execute those expectations.

The Assistant Director of Special Events works closely with, and reports to, the Director of Special Events. The Director of Special Events reports directly to the General Manager/COO. The relationship with the Executive Chef, event captains and management team throughout the Club are particularly important to this position, ensuring collaborative and harmonious relationships between front and back of house operations.

### **Key Responsibilities**

The Assistant Director of Special Events along with the Director of Special Events will be able to:

- Plan, coordinate, and oversee all aspects of special social events including weddings, banquets, corporate gatherings, and member events.
- Collaborate with culinary staff to develop menus and pricing that cater to member preferences and align with event themes.
- Work in coordination with other department leaders to ensure consistent standards that result in high member and guest satisfaction.
- Meets directly with vendors and members to discuss contract requirements, menus, setups, and all applicable event details.
- Work with the House Committee and, when appropriate, the Board of Trustees, in ensuring maximum member satisfaction.
- Builds and maintains strong relationships with both vendors and members.
- Shares contract requirements, menus, setups, and all applicable event details with members and staff.
- Manages the relationships between the Club and all entertainment/performers that are contracted to play/perform at the Club. This includes bookings, deposits, agreements, contracts, and scheduling of this entertainment.
- Oversees and manages the setup, layout, and design of event spaces; ensures that the space is appropriately equipped with necessary supplies and equipment.
- Interact with members answering questions, solving problems, overseeing services and cleanliness, and showing the Club facilities to visitors.
- Details and distributes BEO's for all events, updating as necessary, and communicating with the team all pertinent changes.
- Manage the annual calendar as it relates to golf and events.
- Creates floor plans for events based on member and guest preferences.
- Is on-site during events to oversee operations, manage unforeseen issues, and make real-time decisions when appropriate.
- Ensure that events run smoothly, exceed members' expectations, and maintain the highest standards of quality and service.
- Maintain a detailed knowledge of all amenities and services offered.
- Track event-related costs and provide regular cost reports to management.

- Maintain accurate records of all event-related information, including contracts, permits, and correspondence.
- Utilize NorthStar technology to streamline operations and enhance efficiency.
- Demonstrate leadership qualities by working with the events team and ensuring events are executed flawlessly.
- Bring passion, energy, and an initiative-taking attitude to interactions with members and staff.
- Genuinely caring for our membership and their experience at the Club.
- Be a thought partner to the current leadership TEAM.

#### **Employees:**

- Establish and uphold expectations for dress, decorum and other service standards and consistently always monitor for adherence.
- Involve associates in the decision-making process of how 'work gets done' and create a work environment people want to come to and participate in every day.
- Conduct annual reviews for captains, managers, and employees with other key managers.
- Monitor safety conditions and employees' conformance with safety procedures.

#### **Key Characteristics for the Assistant Director of Special Events**

- Have a strong and highly visible and respectful presence with the membership, be an exceptional communicator, have adroit interpersonal skills, and the maturity to instinctively know how to treat members and guests with a high-level of service. He or she must be able to communicate these expectations to a staff with diverse backgrounds and motivate them positively to understand and execute those expectations.
- Have a strong sense of urgency and responsiveness, while also maintaining the quality and integrity of the club's business plan.
- Be an active and dynamic recruiter of team members and someone who inherently enjoys developing and building his/her team and leading them to significant, positive membership satisfaction outcomes.
- Have a passion and aptitude for teaching and training. Develop and enhance training programs for all food service personnel, working, as necessary, with the managers directly responsible for those operations.
- Be a focused and consistent evaluator of personnel, ensuring that standards of conduct are met; this includes oversight of high standards of appearance, hospitality, service, and cleanliness of the clubhouse facilities.
- Take personal ownership of his or her area of responsibility, with special attention to the physical plant and overall appearance of the operation and understand the need to be consistently "member ready" in both appearance and service.

#### **Educational, Certification and Qualifications needed to be successful:**

- Bachelor's degree in Event Management, Hospitality, or a related field preferred.
- In lieu of a degree, substantial private Club or hospitality experience will be considered.
- Experience in event planning and coordination.

- Exceptional communication and people skills.
- Vendor management and negotiation abilities.
- Creative thinking and attention to detail.
- Ability to work evenings and weekends as needed.
- Proficient in Microsoft Office Suite or related software.
- Knowledge of NorthStar or other catering management software.
- Maintains confidentiality at all times of sensitive Club, member, and employee information.
- Excellent organizational skills and mindfulness.
- Basic understanding of clerical procedures and systems such as recordkeeping and filing.
- Ability to work independently.

### **Salary and Benefits**

- The salary is open and commensurate with qualifications and experience. The Club, along with the typical CMAA/NACE benefits, offers an excellent bonus and benefit package.
- This is a full-time, exempt position and at the time of this position evolving to the Director of Special Events an increase in pay and benefits will be offered.

### **How to Apply**

- Please email letters of interest and resumes to:

Spring Lake Golf Club Human Resources:

[HRSpringLakeGolf@gmail.com](mailto:HRSpringLakeGolf@gmail.com)