

GENERAL MANAGER PROFILE: SHADOW WOOD COMMUNITY ASSOCIATION ESTERO, FL

GENERAL MANAGER AT SHADOW WOOD COMMUNITY ASSOCIATION

The General Manager (GM) role at Shadow Wood Community Association (SWCA) is an exciting opportunity to lead one of the most pristine and beautifully maintained member-owned communities in Southwest Florida. The ideal candidate is a dynamic, passionate and well-regarded community professional with a sincere hospitality heart who can bring engaged and authentic leadership to this well-organized community. This role requires a unique blend of talent, skill, and executive presence. The General Manager must possess strong interpersonal skills, high emotional intelligence, and keen financial acuity. Strategic vision and a collaborative mindset are also key to the individual's success, as well as the ability to build partnerships and cultivate relationships both inside and outside the community gates. The current highly valued and respected General Manager is retiring after more than seventeen years and leaves behind a legacy of success as a foundation to build from for years to come.

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

ABOUT THE SHADOW WOOD COMMUNITY

The Shadow Wood Community spans over 645 acres, is situated in the Village of Estero and is one of four communities that form The Brooks residential area. This beautifully landscaped, gated community offers a variety of homes in a peaceful and tranquil setting. The community comprises 1481 homes among 34 neighborhoods nestled between 85 shimmering lakes, picturesque fairways, and 350 acres of lush nature preserves.

All homeowners have options for a lifestyle and amenities of their own choosing. Shadow Wood Country Club sits within the Community gates and is home to three Rees Jones 18-hole golf courses and various world-class amenities in a relaxed country club environment. The Commons Club sits within the Brooks Residential area and features a Beach Club, playground, dining, and fitness and wellness options for the entire family. Membership is by invitation only and is subject to the Club's normal membership processes. Both Shadow Wood Country Club and The Commons Club are managed independently and do not fall under the purview of the General Manager of SWCA.

Although a larger community in size, Shadow Wood has the charm of a small town and reflects an inclusive, welcoming and friendly culture. Close to the airport, shopping, cultural amenities, entertainment and dining, the location, beauty and culture of Shadow Wood makes this a community of choice in Southwest Florida.

SHADOW WOOD COMMUNITY ASSOCIATION BY THE NUMBERS

- The Association has 1,033 single-family homes and 448 condominium units
- 34 neighborhoods make up SWCA which include 14 single-family neighborhoods for which SWCA maintains the limited common area
- The community includes 85 lakes; 13 miles of walking and biking paths and 2 gatehouses
- An overall annual operating budget of \$5.5M
- The community association has approximately 43 employees including grounds, gatehouse and Administrative staff
- There are 5 board members that may serve up to three consecutive two-year terms
- Village Management Systems is used for accounting and Strongroom for A/P
- The Association is organized as an 1120-H
- The average age of the residents is approximately 70 years

GENERAL MANAGER – POSITION OVERVIEW

- Reports directly to the President and has clear ownership of day-to-day operations with specific emphasis on consistently enhancing an extraordinary lifestyle experience for association members, their guests, and renters.
- Outstanding communication skills are critical in this role, as is a natural style of relationship building and urgency of response. The GM is the primary communicator of information for the SWCA and must have the ability to listen, engage, build trust, and be highly approachable and naturally interactive. The GM also must be responsive to the board, committee chairs, neighborhood representatives, and owners,
- Works proactively with the board of directors and committee chairs to ensure alignment on key goals and objectives, and to ensure that capital projects are successfully executed on time and on budget. Ensures that the organizational capacity is appropriate to deliver desired results. Keeping the board and the homeowners well-informed is an important aspect of the GM's responsibilities.
- Serves as the member owners' top advocate. The GM is a highly visible, public persona who is well-known and well-regarded throughout the community.
- Develops a culture of accountability that prompts innovation, results and responsiveness. Reliably follows up and follows through on tasks, requests, and correspondences and ensures that staff does the same.
- Recruits, retains and develops outstanding, diverse talent and instills everyone with a shared sense of innovation and mission.
- Coaches direct reports providing tools and guidance for professional development and career success; fosters a culture of continual learning, growth, and development.
- Builds solid succession plans for all direct reports and instills a culture of on-going development and training.
- Remains accessible to owners and employees with an open-door policy.
- Is a strong leader who is out in front on issues and provides the board with proposed solutions and then executes approved solutions that lead to successful outcomes. Anticipates, drives initiatives, and leads change.
- Plans and directs all operational and financial functions of SWCA and ensures compliance with applicable local, state, and federal statutes.
- Builds collaborative relationships across the Community, the Club, external governmental agencies, local Realtors® and counterparts at key external homeowner associations.
- Assesses operational processes, social media, resident website, and communications to ensure simplicity and ease of use for residents.
- Negotiates contracts, manages vendor relationships.

INITIAL PRIORITIES OF THE GENERAL MANAGER

- Act as a thought partner with the board and committee chairs, while building effective partnership relationships reflecting the Shadow Wood Community Association
- Learn the history, culture, dynamics, and traditions of the community; meet, get to know, and listen to residents and team members. Begin to build trust.
- Understand SWCA's Declaration of Covenants, By-Laws, Rules and Regulations.
- Understand the SWCA's financial model, financial systems, annual plan, and how financial projections are met.

ORGANIZATIONAL STRUCTURE

The GM reports directly to the president of the board of directors. The GM also interfaces with committee chairs, including the neighborhood Recreational Advisory Council (NRAC,) Architectural Modification Review (AMRC,) Covenants, Finance, Insurance, Landscape/ Hardscape, Roadway, Safety & Access Control, and Traffic Appeals. Additionally, there are Ad Hoc committees on occasion and representation on The Brooks Community Development Districts I & II.

Direct reports include Gatehouse Operations Manager, Grounds Manager and Administration.

CANDIDATE QUALIFICATIONS

The successful candidate:

- Having a bachelor's degree in business administration, or other applicable disciplines with a minimum of 10 years of progressive management experience and a master's degree is a plus.
- Has a State of Florida Community Association Manager's (CAM) State License; and LCAM or PCAM designation is advantageous, but not mandatory.
- Has experience working in, with, or overseeing a homeowner's association preferably in a country club or resort community.
- Has knowledge of real estate and development industries, construction processes, state and local permitting, and regulatory compliance.
- Has working knowledge of Florida laws governing Homeowner Associations (Chapter 720), and Condominium Association Statute (Chapter 718) and application of same in a large-scale community.
- Has strong financial acumen and working knowledge of excel; financial statement reviews, budget (both operating and capital) preparation, forecasts, tax reporting, financing and GAAP practices.
- Is an innovator and a champion of new ideas and initiatives, looking to consistently improve resident experiences and operational efficiencies.
- Is a truly confident, diplomatic, and competent professional with exceptional "executive presence," who recognizes the importance of accountability, and who has a strong history of success in working with volunteer boards and committees.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A College degree and Florida CAM certification is preferred and/or extensive hospitality service or related community management experience in similar environments.

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.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The association offers an excellent benefits package including CAI local and national association membership and continuing education.

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 Mr. Jim Dunlap, SWCA Board President and clearly articulate your alignment with this role; why you want to be considered for this position at this stage of your career; why the Shadow Wood Community Association and the Estero, FL area will be beneficial to you, your family, and your career; and why you will be beneficial to the Association if selected.

You must apply for this role as soon as possible but no later than Friday, May 26, 2023. Candidate selections will occur in early June with first Interviews expected mid-month. The new candidate should assume his/her role in August 2023.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – **Shadow Wood Comm Assoc**"

(These documents should be in Word or PDF format)

NOTE: Once you complete the application process for this search, you are not able to return and upload additional documents.

If you have any questions, please email Patty Sprankle: patty@kkandw.com

[Click here](#) to upload your resume and cover letter.

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