



**ASSISTANT GENERAL MANAGER  
CLARENCE, NEW YORK**

**ABOUT THE CLUB:**

Brookfield Country Club is a prestigious, member-owned private club located in Clarence, NY. Founded as the Meadowbrook Club in 1927, Brookfield has a long and rich heritage. About the year 1925, a real estate promoter conceived the idea of an elegant family golf and country club whose golf course would be surrounded by the homes of the members. An exclusive young club membership made the Meadowbrook the best golf club in the district, and the social center of the area. The change of the Club's name to Brookfield occurred in 1943 when 28 members financed the purchase of the Meadowbrook Club and its equipment. Since then, Brookfield has enjoyed an active, steady membership and continuous expansion of the club's facilities and amenities.

Brookfield has served as host to such prestigious events as the 1948 Western Open won by Mr. Ben Hogan, and the 1985 USGA Junior Boys Championship won by Mr. Charles Rymer.

Designed by Canadian Architect, William Harries, the 18-hole golf course spreads over approximately 170 acres and can be described as a traditional parkland layout, with subtle elevation changes, mature tree lined fairways and small to medium sized greens. Brookfield completed an exciting \$2 million renovation to the course in 2014 enlisting golf course architect Mr. Mark A. Mungeam. Restoration guided by the course Master Plan included rebuilding all bunker facilities along with course improvements to both provide conditions to PGA specifications while returning the course to much of its historical and original design. This has made Brookfield Country Club one of the premier courses in greater Buffalo-Niagara Region. In addition to the well-manicured course, our golf facilities include a newly renovated driving range, chipping & putting greens, a 3-hole junior course, and a practice hole. The course is a par 72 that plays between 6,378 and 7,100 yards. From the Championship Tees, it carries a USGA course rating of 74.1 with a slope of 132 with multiple tee complexes to serve varied skill levels. In 1991, the clubhouse was completely renovated adding a new, larger Grill Room and bar, men's and ladies' locker rooms, an expanded golf pro shop and more extensive outdoor dining facilities. The traditional canopied clubhouse entrance was upgraded and the ballroom (site of major club functions) was refurbished. The jewel of the expansion was The Meadowbrook Room, an elegant dining room suitable for smaller club functions and private parties. The now 30,000 square foot clubhouse also includes several outdoor patios including a picturesque covered patio which overlooks the 18<sup>th</sup> green.

In addition to superb dining facilities and Club Events, a small fitness room, four tennis courts, and a seasonal outdoor swim complex complete the Country Club experience for the whole family. Junior development programs start at age 3 for swim and tennis, and age 5 for golf. Brookfield hosts more than 40 Golf and Social events throughout the year for Men, Women, Couples, and Families.

## **BROOKFIELD COUNTRY CLUB**

- 1927 year established
- 470 members in all categories
- \$6M gross volume
- \$3M annual dues volume
- \$1.8M F&B revenue

## **BROOKFIELD COUNTRY CLUB FACILITY CAPACITY**

- Ballroom 250
- Meadowbrook/Fine Dining 100
- Terrace Room 30
- Grille Room 140
- Bouchard Room 85
- Outdoor Patio #1 150
- Outdoor Patio #2 50
- Greer Room 12
- Halfway House
- Pool Snack Bar

## **POSITION DESCRIPTION:**

The Assistant General Manager at Brookfield Country Club has two areas of focus: clubhouse operations and communications. The Assistant General Manager manages all aspects of house and pool operations including dining, events, activities, security and housekeeping. He or she also manages the relationships between the club and the House and Entertainment committees, members, guests, employees and vendors.

## **CLUBHOUSE OPERATIONS**

The Assistant General Manager at Brookfield Country Club:

- Oversees all operational and functional areas of the Main Clubhouse including Halfway House and pool areas with a primary focus on food and beverage operations, member events, housekeeping, security, and maintenance.
- Works with staff in planning, coordinating, staffing, and executing dining, special events and activities as well as providing direction to all clubhouse employees. He or she ensures that all club activities are considered when scheduling food and beverage events by coordinating and collaborating with other departments.
- Supervises housekeeping staff regarding daily cleaning and setting up and breaking down special events and functions. He or she sets standards and monitors cleanliness, safety, and sanitation of all clubhouse facilities ensuring house and pool repairs, maintenance, inspections, and upkeep are conducted.
- Seeks out new and innovative ways to meet and respond to the needs and demands of a diverse group of membership. Displays strategic thinking, excellence, passion, and forethought.
- Is a visible and sincerely engaged leader who follows and gives directions, welcomes feedback and constructive criticism. He or she gets along well with co-workers and other department managers and treats all fairly, with respect and courtesy.
- Is responsible for hiring, training, developing, and evaluating staff in all clubhouse capacities. He or she works closely with the GM for new hires, terminations, performance evaluations, and employee relations issues. He or she coordinates house staff compensation, benefits, performance appraisals, disciplinary actions, and other significant personnel actions.
- Assists the GM in budget preparation and adheres to budgetary guidelines in management and operation of F&B operations, including food and bar costing, personnel costs, and revenue projections. He or she ensures that appropriate controls and cost-effective procedures related

to employee payroll, purchases, inventories, supplies, and other necessary expenditures are in place.

- Delegates appropriate responsibility in F&B, pool, halfway house, housekeeping, and security while remaining ultimately responsible for those operations; giving credit to the team and taking responsibility for any shortcomings.

## **COMMUNICATIONS**

The Assistant General Manager at Brookfield Country Club:

- Is a team player. He or she meets deadlines and follows through on requests and questions from members and team members in a timely manner. The Assistant General Manager believes in the service philosophy: “the answer is ‘yes,’ what is the question?” Additionally, he or she proactively seeks solutions and involves team members in the decision-making process while working closely with other department heads as a collaborator and communicator.
- Communicates effectively with members and non-members in the planning and implementation of private functions and club events.
- Creates and emails the clubhouse schedule and newsletter, develops and distributes flyers and invitations for club events, and other emailed notifications for members.
- Leads web site management and initiatives to promote communication of events and policies, ease of use and connectivity.
- Works with the front office assistant regarding daily and special event reservations, updating the club’s website and calendar, member communications, reservations and billing.
- Collaborates with other department managers and committee chairs to coordinate food and beverage offerings, decorations, and entertainment for social events, tournaments/meets, outings and other activities. He or she collaborates with the controller, director of golf, club superintendent, to coordinate club-wide operations and events.
- Interacts positively, professionally, with poise, and politely with all staff, vendors, and the community to promote a team effort and culture.
- Places great importance on staff communications and interaction; both within the department and with the other departments. He or she conducts weekly staff meetings and pre- and post-event meetings to ensure understanding of the expectations and quality of outcomes for every member experience.
- Keeps the General Manager informed of all significant or potentially significant operating matters, problem areas, achievements, or other matters of importance. He or she provides proactive, accurate, timely and meaningful reports and analysis.
- Maintains professional association memberships and attends educational offerings that benefit both the club and his or her personal career growth.

## **INITIAL ASSISTANT GENERAL MANAGER PRIORITIES**

- Work closely with Committees, and other senior management to ensure a full understanding of Brookfield, its history, culture, and traditions before making any significant changes.
- Take ownership of the entire membership experience with a focus on the food and beverage operation which is busy and ever evolving; recognizing that it is the heart of the Brookfield experience.
- Understand the financial model, its history of operational results and the need for adherence by all departments and managers, and clearly understand how Brookfield formulates its financial projections.
- Ensure clubhouse cleanliness, overall appearance, and employee, member, and guest safety.
- Become the primary verbal and written communicator on the property; a two-way conduit for information exchange with members and other departments that is consistent and positive.
- Evaluate all club member and staff communication platforms to ensure effectiveness and usefulness. Implement new standards and communication plans and initiatives as needed.
- Maintain schedules, train labor management and payroll controls.

- Focus on driving organizational consistency through process and procedure development, consistent inter-team communication, and peer collaboration.
- Develop a member feedback tracking/issue remediation program for clubhouse operations.
- Ensure that BCC members and guests enjoy outstanding F&B experiences by providing consistent, friendly and exemplary service.
- Oversees F&B management including a la carte, members events, private functions and golf tournaments.
- Assures that effective orientation and training for new staff and professional development activities for experienced staff are planned and implemented.
- Inspects to ensure that all safety, sanitation, energy management, preventive maintenance and other standards are consistently met.
- Assures that all standard operating procedures for revenue and cost control are consistently utilized.
- Experience leading, recruiting, interviewing, hiring, training, planning, assigning, and directing work, evaluating performance, rewarding and disciplining team members (year-round and seasonal); addressing member and staff complaints and resolving problems.
- Train assistant managers on overseeing the set-up and execution of all catering and special event functions.
- Train assistant managers on developing training for a la carte, bar, and catering staff members.
- Develop wine lists and bottle/glass wine sales promotion programs with approval of General Manager.
- Experience with procurement of supplies for the food and beverage need accordance with the budget.
- Make specific corrections and recommendations necessary for optimum performance of the food and beverage department and clubhouse operations.
- Ability to be an independent, self-starter requiring minimal supervision.
- A high level of attention to detail and ability to multitask.
- Organizational, financial, and managerial skills, possessing a working knowledge of member-owned clubs, budgeting and accounting.
- Opening/Closing clubhouse duties as scheduled.
- A 45-55+ hour work week including: weekends and holidays is required.
- Performs other duties as required by the General Manager.

## **ORGANIZATIONAL STRUCTURE**

The Assistant General Manager reports directly to the General Manager. The Assistant General Manager also is responsible for the housekeeping staff, security staff, and Red Box (kids camp) counsellors. The Assistant General Manager interfaces with the Executive, House, Entertainment Committees.

## **CANDIDATE QUALIFICATIONS**

The ideal candidate:

- Five years of F&B management experience in a high-end club, hotel, or restaurant environment.
- Possesses experience in supervising, developing and leading department staff – both front and back of house.
- Is a passionate and highly motivated professional who enjoys member engagement and making each moment special and memorable for members and their guests.
- Has a fundamental understanding of what constitutes a “premier club experience,” and the proven ability to execute to that level.
- Has technology skills including the use of Microsoft Word, Excel, Outlook, PowerPoint, POS systems, and time management systems. Knowledge of Jonas software is preferred.

- Displays a working knowledge of financial acumen, HR policies and regulations, food and beverage, facilities management, and the private club industry.
- Is skilled in recruiting, hiring, supervising, managing, mentoring, and developing high achieving employees. Perpetual training, mentoring, and coaching are essential.
- Has an in-depth knowledge of wine, beer, and spirits.
- Remains calm under pressure and maintains the expedient execution of events as well as the prompt resolution of conflicts or complaints. Someone who acts with urgency yet maintains a calming presence. He or she must also have a proven track record of accountability and integrity.
- Is organized, predictable, consistent and detail oriented with the ability to multi-task and prioritize competing or conflicting projects. He or she has strong organizational and time management skills; identifying the details necessary to consistently achieve high levels of quality, satisfaction, and outstanding member experiences.
- Possesses effective problem-solving skills as well as effective verbal and written communication skills, while demonstrating respect and achieving respect of the staff and the rest of the management team.
- Has a patient, friendly, outgoing personality, and a positive attitude. Is personable with members and guests, while maintaining a respectful professionalism.
- Has a verifiable record of successfully leading and growing dynamic clubhouse operations including building revenues, controlling costs, and meeting or exceeding planned and budgeted bottom-line goals and objectives in food and beverage operations.
- Has strong listening skills and can absorb a multitude of ideas and filter to the most important and viable options for action and completion. He or she also has strong collaboration and communication skills and has a high level of emotional intelligence.
- Is a professional with a verifiable, positive career track, someone who has been a positive “difference maker” wherever the candidate has been in the past.
- Is confident in his or her abilities yet humble in his or her interactions.
- Has a professional appearance and demeanor and expects the same from his or her staff.
- Has an appreciation for and understanding of the game of golf.

### **EDUCATIONAL REQUIREMENTS:**

- Bachelor’s Degree from a four-year university or college in Hospitality Management is preferred.
- Certified Club Manager (CCM) designation by the Club Management Association of America (CMAA) is preferred.

### **COMPENSATION PACKAGE:**

- Highly competitive compensation package commensurate with experience.
- Benefits package to include but not limited to, health, dental, and vision insurance options for individual and family, 401K match , vacation time.

### **APPLICATION INSTRUCTIONS:**

- 1) Address your cover letter, Mark Maier GM/COO and Brookfield Country Club Board of Directors.
- 2) Combine your cover letter, resume and any additional materials into one (1) PDF file
- 3) Due by 12/20/2021
- 4) Send your combined materials to Mark Maier at [mmaier@brookfieldcc.com](mailto:mmaier@brookfieldcc.com)

