



JOB DESCRIPTION

JOB TITLE: Club Director (Burhill Golf Club)
REPORTS TO: Group Chief Operating Officer
LOCATION: Venue Based (Burhill, Burwood Road, Walton on Thames, KT12 4BX).

KEY RELATIONSHIPS: Group COO, CMO, CTO, People Director, Property Director, Systems Manager, Group H&S Manager, General Managers, Finance Business Partner, Group Retail & Golf Manager, Group IT Service Delivery Manager & Data Protection Officer, Group Procurement Manager, Buildings & Project Manager and Group Facilities Manager.

ABOUT BURHILL GROUP LIMITED

Burhill Golf & Leisure specialises in delivering exceptional experiences. Guided by our purpose – **to create space to play and be together** – we focus on delivering outstanding moments across all our venues.

Our diverse portfolio includes meticulously designed golf courses that cater to players of all skill levels, innovative high-tech driving ranges equipped with Trackman technology, engaging outdoor crazy golf courses that offer fun for the entire family, and Health & Fitness facilities that support every step of your wellness journey. We also provide versatile function spaces ideal for memorable events, from corporate gatherings to private celebrations, creating opportunities for people to connect, share moments, and enjoy time together.

Our values underpin everything we do:

- **Fun**, bringing energy, contribute to the happiness of the team and deliver unforgettable moments of delight.
- **Ambition**, constantly looking to improve, taking the positives from every situation, and being prepared to play even if we don't always win.
- **Collaboration**, communicate openly and work inclusively across teams and functions.
- **Trust**, fostering safe environments, acting responsibly, and believing in each other.

Join us for an exciting adventure on the greens and beyond!

ROLE OVERVIEW

The Club Director role at the prestigious Burhill Golf Club, once family London home to the Guinness family, is responsible for leading the operational performance, consistency, and execution of the club through creating an exceptional local leadership team. As a key member of the leadership team, the role supports the Group COO by taking a Values led approach, focussing on our people to translate the divisional strategy into safe, efficient, and high-quality in-venue delivery.

Decisions will be driven by data and guest feedback to drive brand and service standards, asset stewardship and people practices consistently meet BGL's expectations. The Club Director plays a critical role in ensuring that venue is fully operationally ready to convert demand into great experiences, supporting commercial growth

through the local community by challenging the norm, whilst maintaining strong governance, compliance and cost discipline

KEY ACCOUNTABILITIES

Leadership, Culture & Communication:

- Lead and inspire the Club teams, setting clear expectations around operational excellence, behaviours and Values.
- Agree, cascade, and embed aligned business objectives.
- Be an ambitious leader of people creating ways to accelerate business performance and drive change.
- Foster a culture of Trust, and Collaboration, where people feel safe, included and motivated.
- Champion management development, succession planning, and internal progression.
- Function as a visible and authentic leader, engaging regularly with teams and customers.
- Maintain effective communication forums and staff consultation processes.
- Encourage innovation and continuous improvement, learning constructively from outcomes.
- Provide clear, concise, evidence-based operational updates to support COO and Board reporting.

People & Talent:

- Support BGLs ambition to be an employer of choice within the wider golf and hospitality sector.
- Recruit, develop, and retain a high-performing leadership team nurturing our future leaders and succession.
- Ensure consistent performance management, objective setting, and development planning.
- Champion best-practice onboarding, training, and CPD.
- Collaborate closely with the People team to embed consistent people policies and practices.
- Personally demonstrate continuous learning and professional development.

Service Delivery & Standards:

- Deliver consistently exceptional member and guest experience.
- Ensure clear brand and service standards are understood, trained, and delivered.
- Monitor and act on service performance using:
 - Net Promoter Score (NPS)
 - Reviews and sentiment (e.g. Google, TripAdvisor)
 - Complaints and service recovery data
 - Direct guest feedback
- Encourage teams to create moments of delight at every opportunity.

Operational Performance & Financial Discipline:

- Lead the Club forward business plan alongside solid operational planning to execute in line with agreed budgets and objectives.
- Deliver operational efficiency, cost control, and profit margin through disciplined and considered leadership.
- Deliver a Balanced Scorecard of metrics to secure a well-rounded approach to a successful Club.
- Lead a monthly HOD Business Review process that is then fed upwards through the structure to foster a transparent, accountable and supportive approach to the Club culture.
- Identify risks and opportunities with expediently delivered actions.
- Oversee and maximise existing capital plans, as well as seek out further strategic opportunities prioritising the best ROIs.
- Ensure appropriate financial controls and authorisation processes are followed.

Commercial Enablement :

- Work in close collaboration with appropriate internal stakeholders to ensure pricing, propositions, and commercial controls are consistently executed throughout the Club.
- Develop through collaboration the in-venue sales team and adopt agreed sales processes, CRM usage and service behaviours.

- Proactive engagement with central marketing to agree and deploy critical campaigns, messaging and digital journeys successfully at venue level, as well as driving local marketing activity to maximise local market penetration and reputation.
- Reinforce a sales-aware culture focused on service, conversion readiness and guest value.

IT & Digital Adoption:

- Ensure effective operational adoption of divisional systems, including core management systems and CRM tools.
- Collaborate with the CTOs team to support training, compliance, and consistent usage.
- Seek out operational challenges and improvement opportunities related to systems and digital tools.
- Support technology initiatives that enhance operational efficiency and customer experience.

Health, Safety & Asset Management:

- Maintain safe, secure, and compliant environments for customers and colleagues.
- Ensure audited systems for statutory compliance across all venues.
- Promote a proactive safety-first culture, ensuring incidents and near misses are logged, reviewed, and followed up appropriately.
- Collaborate with the Group FM Manager to maintain and review the asset register aligned to lifecycle planning.
- Integrate maintenance and asset planning as part of a rolling annual capital investment plan.
- Ensure safety training and compliance are consistently delivered and evidenced.

Retail, Procurement & Sustainability:

- Work with internal stakeholders to ensure effective supplier partnerships.
 - Support procurement decisions that balance cost, quality, resilience, and sustainability.
 - Seek out ways to maximise retail sales in our pro-shops including tuition revenues.
 - Embed sustainability considerations into day-to-day operational decisions.
 - Lead delivery of venue-level sustainability initiatives aligned to the Group Sustainability Strategy.
 - Promote and share best practice across other venues and divisions.
- Perform relevant duties as required by your line manager and Leadership Team.

KEY EXPERIENCE, SKILLS AND ATTRIBUTES

Essential Experience

- Senior leadership experience with the Hospitality, Golf or Leisure sectors.
- Proven track record of turning strategy into reality and exceeding key objectives.
- Premium level operational experience with a passion for standards, people and performance.
- Proven ability to drive existing and new revenue streams.
- Sound financial acumen – management of budgets, cost control, KPIs, and operational planning.

Desirable Experience

- Previous prestige golf club experience.
- Previous, evidencable technical golf course management experience inc agronomy and sustainability.
- Management and delivery of large CAPEX projects.

Skills

- Highly visible and naturally engaging.
- Good communication skills: Verbal, Written and Listening.
- Strong commercial awareness with experience analysing KPIs and financial data
- Ability to optimise operational processes and implement effective systems
- Competent in using digital tools and operational systems.
- Excellent organisational and planning skills

Attributes

- Values led and genuine people-centred leadership style
- Organised and enthusiastic with a “can do” attitude and attention to detail.
- Confident leader who can motivate and influence teams across multiple venues
- Resilient, solutions-focused, and comfortable working in a fast-paced environment
- Customer centric mindset with a passion for high service standards
- Flexible, adaptable and willing to travel regularly between venues as required

EDUCATIONAL BACKGROUND AND QUALIFICATIONS

- Degree level educational standard - **desirable**.
- Driving Licence - **essential**.

- The post holder will be required to complete a Basic DBS Check to carry out the role.

BENEFITS

- Private Medical Insurance Cover
- Life Assurance at 3x salary
- 10% Employer & 5% Employee Pension Contribution
- Permanent Health Insurance (PHI)
- 25 days holiday plus bank holidays
- Non-contractual annual discretionary bonus scheme