

POSITION DESCRIPTION

WEST BEACH PARKS

Position Description

GOLF PRO SHOP MANAGER

POSITION

Position Title:	Golf Pro Shop Manager – The Pat GC
Department:	Golf Pro Shop
Responsible To:	Customer Experience Manager
Classification Level:	5

POSITION PURPOSE

Primary Purpose of Role:	The Golf Pro Shop Manager is responsible for leading the day-to-day operations of the Golf Pro Shop to ensure exceptional service delivery and operational efficiency. This role combines active leadership on the ground with strong business oversight - managing rosters, driving team performance, coordinating retail and customer service functions, and maintaining high presentation and service standards in line with West Beach Parks' policies and values.
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ABOUT WEST BEACH PARKS

Our Vision:

To be Australia's favourite Tourism, Sport and Leisure destination for everyone

Our Purpose:

To care for and enhance West Beach Parks for current and future generations

Strategic Priorities:



Our Destination: *We will continue to drive the evolution of West Beach Parks for the benefit and enjoyment of everyone*



Our Community: *We will build and preserve genuine relationships within our Community, and continue to create inclusive environments for everyone*



Our Environment: *We will ensure that environmental sustainability is at the heart of everything we do*



Our People, Our Business

We will invest in our people and our business, and ensure long-term financial sustainability

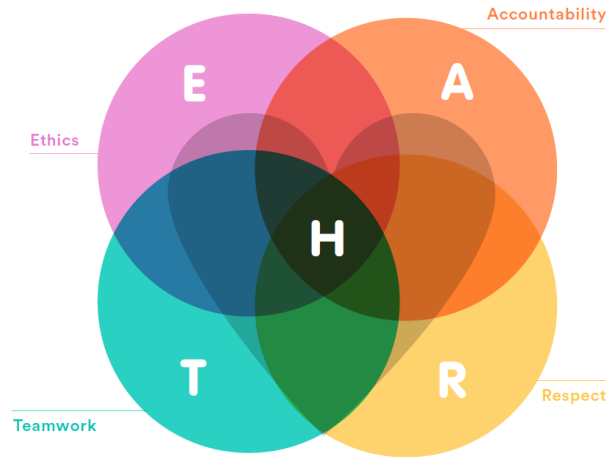


Our Values

HEART

[H]EART is the collection of our Values: Ethics, Accountability, Respect and Teamwork that we are proud to live by everyday.

This HEART framework describes our way of operating, our actions, the pulse of our organisation.



ETHICS

We do the right thing

To demonstrate Ethics, I

- Do what I say
- Value what we stand for
- Do the right thing
- Act consistently and with integrity
- Care and follow the rules

ACCOUNTABILITY

We own our actions and behave responsibly

To demonstrate Accountability, I

- Learn from my mistakes
- Use my skills to do my job
- Am proud of what I do
- Own the decisions I make
- Deliver on my promises

RESPECT

For our visitors, each other and our environment

To demonstrate Respect, I

- Appreciate the differences in our teams
- Help visitors and our team
- Look after and protect the environment
- Listen to what others have to say
- Am polite and kind to others

TEAMWORK

We work together to create and deliver a great visitor experience

To demonstrate Teamwork, I

- Contribute my best
- Work for our common goals
- Am open and supportive of others
- Recognise others for their work
- Share and celebrate success



POSITION KEY RESULT AREAS

Key Result Areas	Responsibilities	Measures
Retail Operations	▪ Set and manage the weekly booking diary for general public play, Westward Ho members, and online reservations, ensuring accurate scheduling and smooth flow of play. ▪ Maintain optimal stock levels for food, beverage, and retail items, ensuring all products are accurately priced, attractively displayed, and readily available to meet customer demand. ▪ Oversee the presentation and merchandising standards of the retail shop, ensuring a clean, organised, and visually appealing environment that reflects The Pat GC brand. ▪ Oversee the functionality of TrackMan system and related technology, ensuring they remain fully operational, that company assets are protected and any technical issues and/or customer complaints are promptly addressed. ▪ Ensure completion of daily operational checklists by all staff, maintaining accountability and consistency across shifts. ▪ Manage daily operations and shift coordination, including staff scheduling, task allocation, and decision-making to ensure efficient and consistent service delivery. ▪ Maintain all food and beverage equipment in excellent working condition, ensuring regular cleaning, servicing, and compliance with food safety and WHS standards. ▪ Respond promptly to equipment issues or breakdowns, coordinating with relevant teams or contractors to ensure timely rectification and minimal disruption to operations. ▪ Enforce and monitor all security procedures, including opening and closing protocols, to safeguard staff. ▪ Act in accordance with and ensure staff are trained in accordance with the Liquor Licensing Act.	▪ Maintain accurate and efficient booking processes for all players and groups. ▪ Ensure consistent stock levels, accurate pricing, and product availability. ▪ Retail shop kept clean, well-presented, and aligned with The Pat GC brand standards. ▪ Nil legislative breaches.



Key Result Areas	Responsibilities	Measures
Customer Experience	- Champion the Customer Experience culture across The Pat GC, ensuring that every interaction reflects the values and service standards of West Beach Parks (WBP). - Lead and motivate the team to consistently deliver WBP Customer Experience Standards, fostering a welcoming and service-oriented environment. - Ensure all staff provide prompt, accurate, and courteous service for golf bookings, cart rentals, retail transactions, and driving range operations. - Monitor and evaluate customer feedback, analysing trends and providing actionable insights to enhance service delivery and satisfaction. - Proactively resolve customer concerns and complaints within delegated authority, ensuring positive outcomes and reinforcing customer loyalty. - Plan, coordinate, and oversee special experiences, including corporate events, group bookings, and social functions and competitions, to enhance engagement and drive revenue growth. - Develop and maintain strong stakeholder relationships to support the promotion and reputation of The Pat GC within the broader community. - Demonstrate expert product and service knowledge, enabling the team to confidently communicate, recommend, and sell golf services and retail offerings. - Foster open and effective communication with stakeholders, participating actively in regular meetings and collaborative initiatives to align goals and share insights.	100% delivery of WBP Customer Experience Standards. - Regularly review customer feedback and implement improvements where needed. - Resolve customer issues promptly to maintain satisfaction and loyalty.
Financial/Reporting	- Responsible for ensuring that all financial (invoices, reporting etc.) and personnel/payroll related administrative duties are completed accurately and in accordance with company policies and procedures. - Effectively interpret financial results regarding revenue, payroll, costs and expenses. - Monitor expenditure to ensure that department meets budgeted operational results. - Manage the daily balance to ensure banking, credit card payments and details balance. Report any issues immediately. - Manage food and beverage stock, ensuring appropriately priced and marketed in accordance with budgeted margins and appropriate par levels maintained (as directed by the Food, Beverage and Housekeeping Manager). - Generate purchase orders and process invoices in an efficient and timely manner. - Complete monthly stocktakes ensuring accurate counts of all product lines are maintained and recorded. - Provide a monthly report to the Customer Experience Manager on the department's performance.	- Achieve monthly sales targets. - Increase in revenue. - Accurate monthly stock takes. - Maintain wages below or in line with budget expectations. - Maintain cash handling procedures.



Key Result Areas	Responsibilities	Measures
Management and Leadership	- Lead, inspire, support, motivate, train and mentor team members to ensure that: - our HEART Values are instilled into everyday behaviours, - department and individual KPI's are achieved, - there is effective work planning, resource allocation and productivity, - work outputs are of a high standard, and - a customer centric culture is instilled. - Cultivate the culture and morale of the team and report back to the Manager on issues which may be having an impact on the team. - Assist with the implementation of the WBP Strategy and Plans as relevant to the department. - Participate in the recruitment of team members that are technically skilled or have potential to be through training. - Contribute to the management of team members including induction, professional development, reward and recognition, leave requests, timesheet approval via time and attendance system (Tanda) and performance management. Correct performance issues and counsel as required in consultation with the Manager. - Employment contract renewals are completed, new contracts provided to team members and signed copies of new contracts provided to payroll. - Ensure scheduled training as per the WBP Learning and Development Framework is completed by all team members. - Assist in developing the required level of commitment and competence of the team in order to achieve goals and objectives. - Ensure team achievements are recognised, key performance indicators and development plans established and regular informal and formal performance feedback is provided through probationary and 6 monthly Performance Development Reviews (PDRs). - Take responsibility for your own performance, clarify job responsibilities and look for opportunities that will develop your knowledge and skills. Develop/update your skills and knowledge (internally or externally) to reflect changed work requirements, technology etc. - Achieve effective communication by briefing and debriefing the team, holding bi-monthly departmental meetings and actively encouraging transparent communication with other departments across WBP. - Develop cooperation and trust with team members, management, colleagues and other departments across WBP and take into consideration the different viewpoints of others.	- Demonstrated leadership and management. - Team and individual goals are achievable and relevant. - Effective use of performance development and management processes. - Appropriate training and development planning for the team. - Team member leave requests are processed and timesheets approved prior to the payroll processing deadline. - Employment contract renewals are completed in a timely manner. - Signed new employment contracts are provided to payroll prior to the previous contract end date. - Learning and Development Framework Training completed by the required deadline. - Monthly 1:1 meetings to be conducted. 1:1 notes regularly updated in WBP online PDR system for self and team. - Regular use of High 5 by self and the team. - PDRs completed by the required deadline. - Policies, procedures, work instructions and forms are current. - Self and team compliance of policies, procedures and work instructions.



Key Result Areas	Responsibilities	Measures
Management and Leadership continued	- Participate in the coordination of workforce planning across the team in conjunction with the Manager to ensure responsiveness to changing and emerging customer needs. - Update department policies, procedures, work instructions and forms as required. - Promote and monitor team compliance of: - all policies, procedures and work instructions relating to the department, - people management processes, and - uniform/PPE requirements and personal presentation standards. - Ensure adherence to the principles and legislative requirements of people management, equal employment opportunity, anti-discrimination, social justice and work health, safety and welfare. This ensures providing a safe and secure facility for team members and customers.	
Work Health and Safety	<u>Responsibilities as a Worker</u> - Take reasonable care for own health and safety and that of others whilst at work. - Promote health and safety awareness by setting a good example. - Comply with all WBP WHS policies, procedures, work instructions etc. - Comply with all reasonable instructions issued by your Supervisor and WBP to protect your own personal health and safety and that of others. - Not perform any procedure or task unless you have received appropriate training and instruction. - Use safety devices and personal protective equipment (PPE) correctly and in accordance with procedures/work instructions. - Report potential and actual hazards. - Report any near miss, accident or injury you sustain at work or outside of work. - Keep work areas in a safe condition, ensure good housekeeping and safe access and egress. - Participate in consultation regarding WHS. - Complete all required WHS training.	- Demonstrates safe work practices and acts as a health and safety role model. - Self, Worker and Contractor compliance of policies, procedures and work instructions compliance. - Self and Workers completed all WHS training by the required deadline. - Self and Worker correct use of all safety devices and PPE. - Correct reporting system is used to report potential and actual hazards. - Correct reporting system is used to report any near miss, accident or injury sustained at work or outside of work. - Effective participation in the return to work of injured/ill workers. - Work areas are in a safe condition, good housekeeping and safe access and egress.



Key Result Areas	Responsibilities	Measures
Work Health and Safety continued	<u>Responsibilities as a Manager</u> - Act as a work, health and safety role model. - Participate in the development of and implement the WBP WHS system in consultation with Workers, Health Safety Representatives (HSR) and the Work Health and Safety/Return to Work Coordinator (WHSRTWC). - Ensure that WBP procedures for regular consultation between Management and Workers are followed. - Consult with the HSR and the WHSC on any proposed changes to the workplace, plant, equipment, substances used etc. - Develop a safe working environment by controlling, directing and monitoring work practices through carrying out job safety analysis via detailed work instructions. - Ensure all Workers work in a safe manner. - Inform, instruct and train all Workers in the safe use of all plant, machinery, equipment, substances and materials used through the course of the Workers' employment, in appropriate language. - Take appropriate immediate action on receiving notification of a work-related injury or illness to a Worker or the occurrence of a dangerous, hazardous or near miss situation. - Investigate accidents and injuries as required. - Assist in the recovery and return to work of Workers who are, or have been, absent from work due to injury or illness, by working in conjunction with the WHSRTWC. - Take remedial action to control identified hazards and recommend control strategies to Manager/Executive where hazard control requires resources beyond the delegated authority. - Ensure the issue, proper use and maintenance of PPE as required. - Ensure all plant, machinery and equipment is well maintained as required. - Carry out regular, well planned and thorough inspections of the workplace as required. - Ensure good housekeeping within the workplace. - Ensure safe access and egress to/from the workplace. - Promotes and encourages participation in health and wellbeing initiatives. - Ensure all Contractors adhere to WBP WHS policies, procedures etc. - Manage food safety compliance.	- Controls, directs and monitors work practices to maintain safety. - Takes appropriate immediate action upon notification of a work injury or illness or a dangerous, hazardous or near miss situation. - Takes remedial action to control identified hazards - Plant, machinery and equipment are well maintained. - Regular workplace inspections are completed. - Consistent high levels of food standards and delivery. - Health inspection compliance. - Nil legislative breaches.



POSITION COMPETENCY

Area	Measures
Customer Experience	I demonstrate ability to consistently deliver high quality customer service in line with WBP Customer Experience (CX) Promise. - Honest, reliable and authentic. - People are not numbers. - Listen and act. - Go above and beyond. - Make it easy. - Communicate, communicate, communicate.
Achievement Orientation	I set moderately difficult goals and achieve required results through independent effort. I demonstrate a high level of determination and persistence where goals are clear. I promote and justify own approach and decisions within area of responsibility. I emphasise high standards to others. I establish priorities systematically, differentiating between urgent, important, and unimportant tasks. I set high performance standards.
Continuous Improvement	I demonstrate the ability to review and evaluate work processes, systems and practises to achieve efficiency and effectiveness.



POSITION SELECTION CRITERIA

Candidates should ensure that their application clearly demonstrates their ability to meet the Essential Criteria detailed below:

Type	Description	Criteria
Qualifications:	▪ Current Australian driver's licence ▪ Current Police Clearance ▪ Responsible Service of Alcohol ▪ A tertiary qualification in Business or Retail Management or equivalent discipline ▪ Barista training	Essential Desirable
Experience:	▪ Significant experience in golf/retail management which includes a food and beverage offer	Essential
Skills & Knowledge:	▪ Proven ability to provide effective leadership ▪ Proven ability to develop capability and promote a constructive workplace culture ▪ Understanding and appreciation of the rules and intricacies of golf ▪ Demonstrated commercial business acumen and business development experience ▪ Demonstrated ability to work to an agreed quality control system which includes compliance with performance standards, policies, procedures and work instructions ▪ Ability to exercise sound judgment in the selection of a range of tools, equipment, methods or processes to complete tasks ▪ Ability to use initiative and creativity to anticipate risks and problems and proactively provide or implement solutions ▪ Demonstrated understanding and practice of financial management, budget control and procurement processes and principles and financial implications ▪ Significant knowledge of WHS, food safety, the Liquor Licensing Act, quality control principles and work scheduling, and their application in a variety of work situations ▪ Demonstrated applied knowledge of current food safety legislation and its application in the workplace	Essential



POSITION RESOURCES & BUDGET

No. of Staff Reporting to Position:	2 Direct and 15 Indirect Reports
Financial Delegation (\$):	Financial authority level as per the Procurement Financial Authorisation Levels Policy (POL-CORP-FIN-005).
Special Conditions:	▪ Weekend and public holiday work is essential with this position. A flexible approach to working hours will be required as hours of work will be amended seasonally and dependent on tasks required to be performed to meet customer requirements and peak operational times. ▪ May be required to work overtime. ▪ Will be required to work across other areas of customer service, including activities and events outside of the Golf Pro Shop. ▪ Uniform will be provided and is to be worn whilst on duty.

POSITION ACKNOWLEDGEMENT

I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned.

Name:	
Signature:	
Date:	