



INFORMATION FOR PROSPECTIVE APPLICANTS

JANUARY 2018

NOTE: Closing date for applications 31 January 2018

BACKGROUND TO THE APPOINTMENT

Over the past 12 months Tyrifjord Golfklubb has been evaluating the existing structure and performance of the club instruction program.

We continually survey our members and guests to get an understanding of the membership composition, their playing habits and expectations from being a member of Tyrifjord Golfklubb. The objective being to determine future requirements for the club to ensure its long-term growth strategy is met.

We have now formulated a future operating model for which includes the appointment of a PGA Professional to drive the growth of the club forward in 2018 and beyond.

LOCATION

Tyrifjord Golfklubb is located 40km from the city of Oslo (15km south of Hønefoss, 25km north of Sandvika) on E18. The golf course lies on the island of Storøya on Tyrifjorden lake and is truly a captivating setting for golfers offering a memorable golfing experience.



OVERVIEW OF LOCAL AREA

The picturesque, close knit community Sundvollen is located 2km from the course. It is served by a small selection of shops as well as a large hotel catering for the passing tourist trade and conferences. Schooling in the area covers kindergarten through high school.

CLUB OVERVIEW

A semi-private club, Tyrifjord was founded in 1982. The course was designed by Jan Sederholm/Tor Eia with the first nine holes opened in 1994 followed by the back nine holes in 1996. The layout has remained virtually the same since then. As part of its business plan, the club has a masterplan in place for continual improvements to the course

The club has a membership of around 1000 drawn from all walks of life and is considered to be very friendly and welcoming by both members and visitors. It is very much an all-inclusive and family orientated club being part of the local community. The membership is long-serving and loyal with a sizeable number of members commuting out to Tyrifjord from Oslo to play their golf such is the high regard the course and club are held in.

JUNIOR SECTION

Due to its location, the club has a small junior section that meets on Mondays to practice and play attracting up to 30 children. We work with the local sports club, sports academy and schools to introduce children to the game. and. In addition, a summer golf camp is also provided in the summer holidays. The club has 7 volunteer members who make up our 'Trener 1 Team' to assist with the junior program.

MEMBERSHIP OF BODIES

Tyrifjord is a member of the Norwegian Golf Federation (NGF). The club continually works to enhance its relationship with the governing body and has utilised a range of business support services and planning tools provided by NGF.

The club has representation at board level of the Golf Administrators Association (GAF), and Golf Course Owners Association (FNG) in Norway. The club is also represented in the Norwegian Greenkeepers Association (NGA) and Professional Golfers Association (PGA of Norway).

The club also participates in 'Innovasjonsløft', a regional project for local organisations/businesses.

THE COURSE

Tyrifjord offers a unique and memorable challenge for golfers of all abilities. The course has won many plaudits as one of the best maintained, varied and challenging courses in Norway. Such is Tyrifjord's reputation, in 2014 it was selected by the NGF to host the Norwegian Strokeplay Championship. The course presents a rich variety of memorable holes making the most of the natural variations in the island terrain with mature trees and water in play on many holes. Lake Tyrifjord is a notable feature lending character and scenic beauty to the course as well as providing a hazard to be avoided on occasion. The course fits nicely in to the beautiful, natural, rugged landscape and provides magnificent panoramic views over the local countryside and mountains. Lying mainly on free-draining soil, the course enjoys a dry micro-climate similar to northern Denmark.

A video giving an overview of the golf course can be found at www.youtube.com/embed/vFrZHine7Us



FACILITIES

The club has an instruction studio, driving range, short game area and large putting green together with a 6 hole short course, football pitch and playground for children.

CLUBHOUSE

The clubhouse offers panoramic views around the course and out towards lake Tyrifjord, and offers a full range of catering services.

RECEPTION / PRO SHOP

In the downstairs area of the clubhouse there is a dedicated reception/shop area to allow an extensive range of merchandise. The pro shop also has a repair facility.

THE CHALLENGE AND OPPORTUNITY

The club has a renowned reputation for our outstanding service to both members and visitors, as well as being one of the best maintained courses in the region. As we prepare for the 2018 season, we seek to appoint a PGA Professional with the vision, values and drive to make our club instruction program the preferred choice for golfers of all abilities.

The role offers an exceptional opportunity to establish your own reputation and standing within the golf industry as you will be the focal point for all golfing activities at the club.

If you can offer us dynamism and entrepreneurial flair, with a proven record in golf instruction, exceptional sales, marketing, business development and customer experience skills, alongside other important attributes outlined in this candidate brief and person specification, then we would be keen to meet you.

The overall objective of the role is to deliver an attractive golf instruction program to members and guests making optimum use of appropriate modern instruction methods, systems and technology. As this is a significant customer-oriented role, it is essential to have a strong business aptitude and passion for golf, providing a level of service in which attention to detail is paramount.

Whilst not exhaustive, we would envisage the following key responsibilities commensurate with this appointment.

- Responsibility for the day to day management and administration of the club instruction program.
- Provide a year round first-class golf instruction program and service to members and visitors to include winter golf instruction and travel.
- Establish and maintain reporting structures to ensure the effective running and reporting of the golf instruction program.
- Ensure all instruction promotional activity is properly structured, communicated and delivered to the highest order.
- Maintain and manage quality CRM practices to grow the instruction program.
- Ability to manage Golfbox tee-time booking system and tournament software.
- Continued PGA education to maintain insights into relevant golf market trends to provide understanding, direction and guidance to both members and visitors.
- Participate in the recruitment of new members.
- Participate in sales and marketing campaigns in line with the strategic objectives of the club.
- Continue to raise the club's profile in the local area supporting and strengthening our community involvement.
- Build personal relationships with members and visitors with particular emphasis on the attraction and long-term development of juniors to the club.
- Operate a club fitting and repair facility providing expert advice and quality service.
- Develop maintain and grow the junior program
- Educate, maintain and develop the club volunteer Trener 1 team consistent with the goals of the instruction program standards.
- Assist in organising the arrangements for visiting groups.
- Assist in the organisation and running of club tournaments, providing expert advice on the rules of golf.
- Secure, protect and maintain all club assets, whether financial, stock, buildings or equipment.

The lists of responsibilities, duties and tasks may be revised or extended by the club as may reasonably be required from time to time.

THE LIKELY CANDIDATE

The successful candidate should be able to influence, motivate, coach and mentor with a 'can-

do' flexible mentality. Amongst the attributes the successful candidate will need to demonstrate are: -

- An impressive quantity of energy with a clear passion to grow the game of golf.
- A sound knowledge of the golf swing with the ability to teach both individuals and groups.
- Possess the necessary vision to develop the club instruction program.
- A continuous improvement ethic.
- Prior experience of providing service excellence to members and visitors.
- The ability to produce, manage and present monthly reports against agreed budgets and KPIs.
- Proficient with email, internet and Microsoft Office applications.
- A good working knowledge of marketing and social media channels and websites.
- A visible enthusiasm for providing customer service at all golfing levels and ages.
- Excellent command of oral and written English/Norwegian.
- Excellent communication, leadership, motivation and diplomacy skills coupled with an understanding of confidentiality and ability to practice it.
- A flexible outlook and approach to working hours with a sense of humour.
- PGA Member qualified to a minimum A status with clear evidence of continued PGA education.
- Hold full clearance from the local authority for working with children.

The terms for this position are negotiable. The remuneration package will be designed to enable the successful candidate to deliver the required level of service and benefit personally from the success of his or her appointment.

TO APPLY

- The closing date for applications is 5PM on 31 January 2018.
- First round interviews will be conducted 3-10 February 2018.
- Shortlisted candidates will be asked to submit a short presentation 13-15 February 2018.
- We would hope to conclude a formal offer to our preferred candidate by 28 February 2018.
- The appointment will be subject to, and dependent upon, the receipt of references and the carrying out of relevant background checks for child protection requirements.
- The successful candidate should be able to commence by 1 May 2018, or earlier if possible.
- Unsuccessful candidates will be notified by email as soon as possible after the successful candidate has indicated his/her acceptance of the position.

For a confidential discussion prior to submitting your application then please email us at derek@tyrifjord-golfklubb.no or telephone +4792219976.

Happy Golfing

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