

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

CLUB DIRECTOR PROFILE: THE PINEVILLE CLUB AT FLOWERS PLANTATION CLAYTON, NC

THE CLUB DIRECTOR OPPORTUNITY AT THE PINEVILLE CLUB AT FLOWERS PLANTATION

Flowers Plantation is a 3,000-acre community, voted the 2013 and 2014 North Carolina Community of the Year. The community is approximately 1/3 built out with regional and national builders actively building a variety of housing and lifestyle options. The Club is an integral part of the community with a 20,000-sq. ft. clubhouse, indoor and outdoor pools, including the 10,000-sq. ft. fitness center, spa, kids club, and cafe/bar. Under the watchful eye and guidance of owner/developer, Rebecca Flowers, the Flowers Plantation became the first Planned Unit Development in the Johnston County; just 23 miles east of the Research Triangle, Raleigh Durham, NC.

The Club is in search of a Club Director who will act as the “face” of The Club at Flowers Plantation. He/she should have experience successfully building and managing a program of a similar quality. This is a tremendous opportunity for an individual to partner with Ms. Flowers and the CEO in furthering the vision of Flowers Plantation. The Club Director will be a visionary who is a strong, energetic team leader and is passionate about hospitality management and displays a member-centric focus as well as the demonstrated ability to deliver an exceptional member experience.

This is a wonderful opportunity for a candidate who appreciates the benefits of managing a top-notch club operation and values the family lifestyle.

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

THE PINEVILLE CLUB AT FLOWERS PLANTATION & COMMUNITY

Miles of paved walking trails connect throughout Flowers Plantation, linking neighborhoods, amenities, and schools. Flowers Plantation is only a 20-minute drive from everything that the Research Triangle – Raleigh, Durham, and Chapel Hill – has to offer. Fabulous restaurants, shopping, museums, entertainment venues, sports, and recreation are all within an easy drive. The community is only a few miles from major interstates leading to a 3-hour drive to either the North Carolina coast or mountains.

Before it came to be known as Flowers Plantation in the early 20th Century, the land in Johnston County along the Neuse River was called Pineville Plantation, owned by Revolutionary War veteran John Watson and his wife. Their son, Dr. Josiah Ogden Watson, inherited the property, and his house stands today in Flowers Plantation. Dr. Watson served as a hospital surgeon during the War of 1812 and served under Andrew Jackson at the Battle of Horseshoe Bend in 1814. Active as a delegate in the Democratic Party, Dr. Watson was involved in national elections and ran unsuccessfully for Congress in 1841. The Dr. Watson Inn is one of the iconic symbols that represent Flowers Plantation. It offers luxury accommodations and modern amenities in a beautiful, historical home.

The Pineville Club at Flowers Plantation has many amenities for the whole family: three swimming pools with a 16-ft. water slide and waterfall mushroom as well as a 10,000 sq. ft. fitness center which features state-of-the-art equipment and a focus on personalized attention to delivers results. The Club also offers extensive parks and recreation programs, Kids Club, a winning swim team, healthy choices café, and spa facilities.

The Pineville Club at Flowers Plantation is a “Hidden Treasure within Reach!”

THE PINEVILLE CLUB AT FLOWERS PLANTATION BY THE NUMBERS:

- Members: 1,100 families
- Annual Dues: \$1,000
- Gross Volume: \$1,300,000
- F&B Volume: \$10,000
- Gross payroll: \$500,000
- Employees
 - In-season: 35
 - Off-season: 20
- Average Age of Member: 40

THE PINEVILLE CLUB AT FLOWERS PLANTATION WEB SITE: www.flowersplantation.com

CLUB DIRECTOR JOB DESCRIPTION

The Club Director directly reports to the CEO and the owner. He/she is responsible for day-to-day operations of The Pineville Club at Flowers Plantation. Primary to this role is an emphasis on consistently enhancing an extraordinary experience for the Members and their guests as well as an overall focus on membership satisfaction. He/she will manage all of the key assets to ensure consistently ‘best in class’ service execution and delivery; this includes overseeing the pools, fitness, spa, food and beverage, tennis, and membership marketing.

The Club Director will provide leadership to contributing constituencies relative to key programming, events and activities at the Club, recognizing the need to lead in balancing multiple interests, perspectives and desires of the Club, and Flower Plantation’s business and financial objectives. Successful administration of the business of Flowers Plantation while meeting annual tactical and strategic goals and expectations is critical, as is keeping a clear appreciation of maintaining high member satisfaction levels.

The Club Director is the clear leader in ensuring that the Flowers Plantation brand, one of the premier residential club “lifestyle” communities in the area, is maintained through consistent focus on the priorities, goals, and objectives that have been mutually established and reviewed in conjunction with the CEO and the developer/owner. The Club Director is the “face” of the Club and is expected to ensure that the best interests of the membership and community are maintained and enhanced through his/her leadership. He/she is expected to be highly accessible, engaged, and interactive with members and staff. The further development and mentoring of a strong and dedicated team of professionals, maintaining consistent operating standards and execution, and overall leadership within the organization is of primary importance.

In addition to leading all management functions in the operation of the Club, the Club Director will lead the preparation of annual operating and capital budgets and be an active part of on-going strategic planning of the Club. He/She will work with the CFO to identify annual initiatives and budget objectives and will present plans and recommendations to the CEO for approval. These plans will be backed with reasoned, well-conceived tactics, which he/she will be accountable to attain. Several potential capital projects are being considered and the Club Director will be a key player in the concepts, design and execution of these initiatives.

Organizational Structure:

The Club Director reports to the CEO and the developer/owner.

The Club Director supervises:

- AM/PM Shift managers
- Manager - Parks and Rec
- Manager - Aquatics
- Front Desk Concierge
- Food and Beverage
- Housekeeping
- Childcare staffing

- Lifeguards
- Massage therapists
- Contractors as necessary

Presently, the facilities hours are:

- Mon - Thurs: 5:30 am to 9 pm
- Fri: 5:30 am until 6 pm
- Sat: 8 am until 6 pm
- Sun: 12 pm until 6 pm

General Qualifications & Experience

- A strong and passionate leader with a proven track record of providing Platinum-level services in a club or residential community, multiple facility, and membership constituency environment
- A proven 'leader' and partner; not simply an experienced manager
- Strong general management skills with verifiable strengths in inspirational leadership, financial performance, "people" skills, and recreational amenity management
- A verifiable history of results and solutions-based leadership.
- A Team Builder who has a history of attracting, developing, mentoring, and retaining a high-performance staff
- Proven team building skills through a clear vision with distinct accountabilities
- Capable of a high degree of self-motivation, resourcefulness, and cachet in leading and managing a diverse club operation
- Style and presence in addition to personal and professional integrity
- Sense of humor and style that is appropriate with the culture and expectations of a friendly, fun, and supportive membership group and team of associates
- Exceptionally strong communication and facilitation skills, both written and verbal
- An intuitive intercommunication style resulting in a sincere and visibly engaged presence
- A confident, competent professional who is a take-charge "doer"
- Recognizes the importance of accountability
- A verifiably unblemished career track that demonstrates a record of tenure and commitment to previous employers, where career moves were for enhancement of skills and experience
- Possess an especially strong ability to consistently define and achieve goals and objectives
- Decisive, visionary, committed, energetic, and passionate about Flowers Plantation and the role that he/she has assumed
- Possess strong organizational skills and an obsession with covering the details necessary to consistently achieve high levels of quality
- Diplomatic and undeterred by conflict and strong differences of opinion: will defend the strategies and plans he/she and the CEO have agreed to pursue
- A creative problem solver who commands respect because of the way he/she interacts with others and lives up to his/her word and confidently puts forth recommendations to the executive leadership and staff
- Especially strong credentials are preferred in food and beverage programming, member/guest service programming, strategic planning, renovations, and significant capital project management
- Experience in a high-end "lifestyle" club community environment and age restricted communities is especially helpful
- Understanding of current trends in amenities for membership and residents
- Experience with planning club/community events for young families with children
- Experience with planning events for active adult communities and members
- Experience working with or overseeing a homeowner's association is desirable
- Knowledgeable in "best practices" in top-performing and high-member-satisfaction clubs and communities

- Armed with a high degree of creative, relevant, and innovative ideas relative to food and beverage operations
- Pool maintenance experience is desirable
- Experience with swim team, tennis, fitness, spa, and other recreational sports is preferred
- Excellent financial skills, and a proven history of financial success to budget and business plan
- Knowledgeable regarding typical club financial issues of funding, cash flow, project analysis, and so forth
- Is aware of critical benchmarking and financial metrics that lead to proactive response to trending curves and can provide examples of metric-oriented thinking and programming
- Experience in and possession of strong marketing skills is desirable.
- Experienced in planning, coordinating, and overseeing major club improvement projects
- Renovations and new construction: working from consensus building to design development and execution of plan to budgeted expectations
- Personally, capable and comfortable with technology and incorporates its use, as appropriate in his/her everyday role, while never losing sight of the need for 'high touch' relations with Members and Associates

EDUCATION & CERTIFICATION

A college graduate with a Bachelor's Degree in Business Administration or Hospitality Management is a plus. A required minimum of 5 years of experience and a preference for at least 10 years of management and customer service experience in a similar, private premier club, preferably in a residential community. The candidate would preferably possess a Certified Club Manager (CCM), a Certified Chief Executive (CCE) designation, or similar professional development achievements.

SALARY & BENEFITS

The Pineville Club at Flowers Plantation will offer a competitive compensation and incentive plan, along with desirable senior executive benefits.

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.

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

"Last Name, First Name Resume" &

"Last Name, First Name Cover Letter"

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

For directions on how to upload your resume and cover letter [visit this page](#).

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

If you have any questions please email Nan Fisher: nan@kkandw.com

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