

# PGA of America

## Career Fitness Manual

### **Industry Opportunities**

There are many industry opportunities available to PGA Professionals. This section explores non-traditional opportunities for PGA Professionals.

**GENERAL MANAGER / COO.** The most prominent opportunities available for PGA Professionals are for general manager positions. Clubs and facilities are looking for PGA Professionals to serve as the Chief Operating Officer. The PGA Professional who serves as a general manager / COO is removed from the management of day-to-day golf activities and becomes more aware of the big picture. General managers are accountable for all areas of the facility, ensuring synergy in all club departments and activities.

General managers work with owners or the Board to carry out missions, long-term objectives, and policies. The general manager oversees all aspects of the operation and fosters relationships between the facility, board, ownership, members, guests, employees, community, government and industry. One of the main responsibilities is to keep ownership / board informed on the facility's performance and report significant issues.

Successful general managers are leaders who can hire, train, supervise, coach and terminate. They are accountable for all departmental budgets and can analyze, interpret and recommend or make corrective measures when necessary.

A general manager needs to know the principles and operational objectives of the facility's food and beverage and course maintenance operations. If there are issues, the general manager notifies the department manager of the need for corrective action.

A general manager's compensation ranges from \$65k - \$150k+ plus benefits based on responsibilities, facility type and fee structure, clientele, departments, services and budget.

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### **Career Opportunities in Golf**

There are many exciting career opportunities that are available to PGA Professionals. We have provided an overview of a few of the most frequently requested jobs that are currently going through CareerLinks.

- **Manufacturer's Sales Representative** -- Representatives can work as an employee of one company or an independent representative for many manufacturers' lines. The skill and experience focus is on management, sales, interpersonal skills, merchandising knowledge, swing analysis and club repair. Compensation ranges from \$30,000 - \$100,000 depending on the company and qualifications.
- **Golf Learning Centers** -- The newest golf ranges and practice centers are Golf Learning Centers. Learning Centers are upscale practice facilities that may include better and more extensive practice areas, golf schools, custom club making, club fitting, swing analysis, and even a few practice holes to play. Skill and experience requirements focus on excellent teaching, high-level customer service, swing analysis, club fitting and club repair. Compensation ranges from \$30,000 to \$50,000 based on experience and business.
- **Golf Media** -- PGA Professionals have the ability to work in journalism for a TV network, newspaper, or magazine. Compensation ranges are commensurate with experience and the market.
- **Golf Retail Store Management** -- Many retail stores are looking for PGA Professionals to run their golf retailing business. Departmental management positions include managing the golf retail operations, sales, merchandising, instruction, swing analysis and club fitting, club repair, golf product knowledge and sales trends. Compensation ranges between \$35,000 - \$65,000 plus benefits. Compensation is based on responsibilities, experience and the company.
- **Association Management** -- There are opportunities to work at golf associations such as State Golf Associations, National Golf Associations, PGA Sections, etc. Desired skills and experience include good business management skills, project management skills, interpersonal and customer service skills, fiscal management skills, personnel management skills, computer skills, marketing skills and being politically savvy. Compensation ranges from \$25,000 to \$100,000 based on experience and the position.

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- **Rules Official** -- There is a demand for PGA Professionals who are experienced as rules officials and are USGA/PGA Rules Certified (92+ on rules exam). Golf Tours, Golf Associations, and PGA Sections are always in the market for good rules officials and tournament managers. The job requires excellent rules knowledge, usually requires rules certification, and prefers experience administrating rules during competition. The position may require extensive travel. Compensation ranges from \$45,000 to \$80,000 depending on the level of Rules expertise, experience and the level of competition.
- **Tournament Director** -- If you are experienced and enjoy managing large events, and are proficient in the Rules of Golf, this may be the job for you. There are Golf Tours, Golf Associations, Charitable and Corporate Entities, as well as PGA Sections that are always interested in good Tournament Directors. Competencies for this position may include extensive tournament management experience, marketing and promotion skills, tournament software knowledge, excellent knowledge of the Rules of Golf, calligraphy, good interpersonal skills, and good project management skills. This position may require extensive travel. Could involve extensive travel. Compensation ranges from \$30,000 to \$80,000.
- **Marketing and Promotions Director** -- Facilities and management companies are now pursuing individuals who have marketing and promotional skills to develop and coordinate marketing and promotional strategies for their facilities. This position usually requires extensive experience in marketing and promotions. Compensation usually ranges between \$50,000 and \$65,000.
- **Golf Course Superintendent** -- Golf courses are now coming to the PGA of America in search of qualified PGA Professional golf course superintendents. Competencies required for the position include good experience and background in managing golf course maintenance operations. Compensation ranges between \$45,000 and \$100,000 based on qualifications.
- **Consulting** -- Golf course managers, owners, and prospective owners are looking for experienced PGA Professionals who can provide good information on operations, marketing, feasibility, pro-forma development, and long range planning. Desired skills and experience may include course ownership experience, operation consulting experience, extensive operations management expertise, and facility start-up experience. Compensation is based on the scope of work.

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- **Computers / Software** -- The industry is in need of individuals skilled in all facets of computers and software. Opportunities include software development, hardware and software installation, and sales. These positions usually require experience or background in the aforementioned areas. Compensation usually ranges between \$30,000 and \$60,000 commensurate with experience and responsibilities.
- **Club Repair / Fitting Specialist / Sales** -- Manufacturers are actively seeking PGA Professionals who have very strong club fitting and club repair experience for positions in demonstrating, fitting and product sales. Desired skills and experience include swing dynamics, club repair, club building, sales, sound teaching skills, and extensive club fitting, sales, and interpersonal skills. The position could require extensive travel. Compensation ranges between \$45,000 and \$75,000.
- **Development / Project management** -- PGA Professionals who are experienced in managing a golf course or development start-up. Compensation is based on project scope, but usually in excess of \$100,000.

6/27/2011