

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

vacant

Work Phone:

The Glen Golf Park	Phone: (608) 266-473
Monona Golf Course	Phone: (608) 266-4736
Odana Hills Golf Course	Phone: (608) 266-4724
Yahara Hills Golf Course	Phone: (608) 229-8250

2. Class Title (i.e. payroll title):

Golf Operations Director

3. Working Title (if any):

Director of Golf Operations

4. Name & Class of First-Line Supervisor:

Lisa Laschinger, Assistant Parks Superintendent

Work Phone: 266-9214

5. Department, Division & Section:

Public Works, Parks, Golf Enterprise Program

6. Work Address:

Glenway Golf Park	3747Speedway Rd, Madison,WI WI 53705
Monona Golf Course	111 East Dean Avenue, Madison, WI 53716
Odana Hills Golf Course	4635 Odana Road, Madison, WI 53711
Yahara Hills Golf Course	6701 Hwy 12 & 18, Madison, WI 53718

Location varies depending season and business need

7. Hours/Week: 40

Start time: 5:00 AM to 7:00 AM End time: 1:00 PM to 3:00 PM

Start and End time and days will vary per season depending on business need.

8. Date of hire in this position:

9. From approximately what date has employee performed the work currently assigned:

NA

10. Position Purpose: (How this position fits into the overall mission, vision, and goals of your agency and work unit.)

Position will play an integral role in ensuring that quality, affordable municipal golf is available in the City of Madison for generations to come, by focusing on inclusivity; efficient and effective business and course operations; improved customer experiences; and enhanced environmental sustainability practices.

11. Position Summary:

This is responsible supervisory and program administration work in overseeing the City's Golf Program, including programming, budget and personnel management of clubhouse, building, course maintenance operations and capital improvement projects of all City golf courses. Under the general supervision of the Assistant Parks Superintendent, the employee exercises considerable judgment and discretion in meeting program objectives through the supervision of Greenskeeping and clubhouse staff. Position oversees marketing and brand image, and represents the city to promote golf and answer the public's questions, comments, and concerns. Input is received from the Golf Subcommittee and program objectives and overall results are reviewed by the supervisor. Position oversees all aspects of Capital Improvement project work on all courses. Position will be responsible for overseeing continued implementation of recommendations from the Task Force on Municipal Golf in Madison Parks.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

- 30% A. Direct the operations of all four City of Madison Golf Courses, including clubhouse operations and building and course maintenance
1. Oversee and make technical decisions related to maintenance operations of courses, including mowing, rolling, blowing, edging, watering, Integrated Pest Management and maintenance of greens, tees, fairways, roughs, horticultural and natural areas and related course areas.
 2. Oversee and manage clubhouse operations, including management of tee sheets, food and beverage sales, cash handling, equipment rental and all aspects of customer service, with an emphasis on creating a welcoming environment for all
 3. Oversee, coordinate maintenance operations of building and facilities, including seasonal maintenance/upkeep, repairs and preventative maintenance by golf staff or in coordination with Parks Facilities Maintenance or contractors
 4. Perform regular quality control inspections of clubhouses and courses and schedule work as necessary to ensure standard operating procedures and are being followed or adjusted as needed to ensure quality customer experiences and conditions

5. Participate in the planning, design, and construction of City courses and facilities to include incorporating sustainability practices through course improvements, horticultural and native plant landscaping elements, comprehensive irrigation systems and building/facility improvements.
 6. Coordinate work between courses and with Parks sections and other City agencies as needed.
 7. Identify clubhouse and course improvement needs and efficiency improvement opportunities and implement needed changes to realize those improvements where possible or make effective recommendations when immediate action cannot be taken
- 20% B. Supervise a large staff of supervisory, professional, maintenance, laborer, hourly and limited-term employees, either directly or through subordinate staff.
1. Oversee the hiring, evaluation, training, discipline and termination of staff.
 2. Oversee staff development and promote a culture with focus on inclusivity and customer service excellence
 3. Receive and respond to grievances as required.
 4. Conduct investigations regarding workplace concerns.
 5. Recommend hiring needs relative to both permanent and hourly staff.
- 30% C. Performing administrative functions related to Golf Operations and Capital Improvement Projects
1. Coordinate contracts and related orders with various vendors including supplies for course maintenance and clubhouses, evaluate for conformance with program objectives.
 2. Coordinate planning efforts regarding capital improvement projects, including collaboration with permitting and planning agency.
 3. Formulate and administer the golf program capital, operating, and surcharge budgets, perform related financial reviews.
 4. Develop and oversee detailed system-wide financial reporting, including developing reporting for profit/loss, utilization and budgetary targets by course/section and providing training to staff for monitoring and analysis.
 5. Develop program policies and regulations, including implementing and enforcing Golf Code of Conduct.
 6. Maintain records and files as necessary (e.g., personnel, attendance, pesticide applications etc.)
 7. Monitor trends in the Golf industry activities and recommend improvements.
 8. Oversee and provide administrative support, including minutes and agendas, for the Facilities Programs and Fees Subcommittee.
 9. Prepare related written and verbal reports for the Parks Superintendent, the Board of Park Commissioners, Alderpersons, Common Council and other committees/bodies as needed
 10. Lead, direct and/or participate in related goal setting; work prioritization; human resource and equipment sharing/utilization, etc.
 11. Monitor and manage Golf equipment and City Fleet operations for the Golf program, including tracking and maintenance needs. Recommend equipment purchases.

- 20% D. Engage in outreach activities on behalf of the Golf Program
1. Develop and oversee a systematic and effective communication strategy for the program
 2. Maintain effective communications with the general public, league representatives, golf professionals and clubhouse staff regarding course maintenance and playing conditions
 3. Coordinate and control facility and course usage, including accommodating non-golf activities in accordance with Mixed Use Programming Plans
 4. Oversee coordination of mixed use recreation events with event organizers and stakeholders, including Madison Parks Foundation and other community partners
 5. Conduct and/or participate in public forums pertaining to current or future golf operations/maintenance issues.
 6. Ensure engagement and communication with customers and employees around course improvement and operational changes.
 7. Investigate and respond to complaints\ questions from the customers, public, alderpersons, businesses, etc.
 8. Oversee development and administration of golf program marketing and image/branding strategies, public communications, website and social media platforms and control of the Golf Program image
 9. Perform related work as required

12. Primary knowledge, skills and abilities required:

Thorough knowledge of leadership and supervision skills necessary for Golf Clubhouse operations including point of sale software, inventory controls and cash handling procedures. Thorough knowledge of principles of golf course maintenance and landscaping operations. Thorough knowledge of golf rules and tournament play. Working knowledge of Management of golf rules and tournament play, as well non-golf programming. Working knowledge of golf course construction and contracting principles. Working knowledge principles, practices and management of business operations, including budget development and management, revenue generation, expenditure controls, continuous improvement methods, etc. Familiarity with turf grass management and Integrated Pest Management principles, including the propagation, planting, cultivation, watering, care and disease control of grasses, plants and trees. Familiarity with equipment and materials used to maintain golf courses. Familiarity with automated irrigation systems. Ability to effectively participate in the long range planning and design of golf courses and mixed use recreational programming of golf parks. Ability to control course utilization. Familiarity with Public engagement strategies, including maintaining effective working relationships with customers, general public, Parks Division Staff, community stakeholders, event organizers and other City agencies. Ability to hire, train, assign and evaluate the work of subordinates and to maintain effective employee relations. Ability to communicate effectively both orally and in writing and to prepare related reports. Ability to make and recommend data-based decisions. Ability to maintain adequate attendance, including attend meeting/events/functions outside of normal working hours, including evenings weekends and holidays as work needs require. Ability to foster an environment that welcomes and strengthens accessibility, equity and inclusion within the organization and services provided by Madison Parks Golf Program.

13. Special tools and equipment required:

Understanding proper use and safe operation of all the various equipment used on golf courses.

14. Required licenses and/or registration:

Drivers License

15. Physical requirements:

Ability to physically navigate areas under their responsibilities, including clubhouses, maintenance facilities and courses.

Ability to work varying work shifts, including weekends and holidays

Ability to work in varying and extreme weather conditions

Ability to perform sedentary work, using standard office equipment

16. Supervision received (level and type):

Program objectives and overall results reviewed by Parks Superintendent. General Supervision provided from Assistant Parks Superintendent.

17. Leadership Responsibilities:

This position: ☒ is responsible for supervisory activities (Supervisory Analysis Form attached).

☐ has no leadership responsibility.

☐ provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

☐ I prepared this form and believe that it accurately describes my position.

☐ I have been provided with this description of my assignment by my supervisor.

☐ Other comments (see attached).

EMPLOYEE

DATE

19. Supervisor Statement:

- ☐ I have prepared this form and believe that it accurately describes this position.
- ☐ I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
- ☐ I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
- ☐ I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
- ☐ Other comments (see attached).

SUPERVISOR

DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.