

GENERAL MANAGER PROFILE: SAN FRANCISCO YACHT CLUB BELVEDERE, CA

THE GENERAL MANAGER OPPORTUNITY AT SAN FRANCISCO YACHT CLUB

The San Francisco Yacht Club (SFYC) has a long tradition of sailing and racing excellence. The Club is seeking a General Manager (GM) who is an effective hands on leader, business executive, and someone with impeccable credentials. The successful candidate should be widely respected and regarded for the way in which he/she conducts business, as well as for the results achieved thus far in his/her career. Especially critical is to be a keen developer/mentor of staff, and ensure that necessary and appropriate accountabilities are in place for all levels of employees within the SFYC organization.

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

SAN FRANCISCO YACHT CLUB

Since its founding in 1869, members of SFYC have won Olympic medals and raced in all corners of the globe. Wide recognition of The Club's race management capabilities have enabled the Yacht Club to attract significant national and international championship regattas. The Race Program is supported by dedicated SFYC Members and members of the broader sailing community who volunteer more than 4,800 hours each year, enabling sailors from all over the world to sail in the world-renowned San Francisco Bay breeze and visit beautiful Marin County.

The San Francisco Yacht Club maintains one of the country's finest yachting facilities. Amongst these are a charming clubhouse, a large harbor with individual slips, a dry boat storage facility, a large floating dock for use by the Youth Sailing Program and small boats, a full service dining room and bar, along with a sunny deck where one can enjoy sailing friendships after racing.

The Club is solid financially, and recently completed construction of expanded office and support facilities. They have also broken ground on a new 7,000 square foot auxiliary clubhouse building that will enhance the Club's meeting and event-hosting capabilities. The new building is expected to be completed in late 2019, and the GM will play a significant role in developing programming for its use.

A MESSAGE FROM THE COMMODORE

The San Francisco Yacht Club, located in Belvedere, California, is the oldest Yacht Club on the Pacific Coast of North America. As we approach our 150th year, we are reminded of the many traditions of yacht racing, cruising and camaraderie that The Club has fostered over the years, all of which we still cherish today. We launched the first regatta on San Francisco Bay in 1869 from our original Clubhouse on Long Wharf in San Francisco, and we've never stopped. From our home of nearly 90 years on sunny Belvedere Cove, we continue to maintain old traditions and to meet the diverse and changing needs of our approximately 1,400 members.

The Board of Directors, Flag Officers, Auxiliary and Standing Committees, and our professional staff actively support The Club's operations, our financial stability, and our plans for the future. This year marks the beginning of significant shoreside construction at The Club involving a new Sailing Center and support building, as well as ongoing improvements to our harbor. We continue to take a leading role in safety training and education for the sailing community, hosting local, national and international regattas, and organizing speaker events and a wide range of cruising, racing and social events for members of all ages. Our youth sailing program hosts over 400 youth annually and supports four high school sailing teams. The Club's management team and staff are some of the best in the industry, and are eager to ensure a first rate experience for members and their guests.

The San Francisco Yacht Club operates year round, seven days a week, and our Clubhouse is open Wednesday through Sunday. The harbor facilities include member and guest docks adjacent to the Clubhouse deck, 190 slips, plus dry storage and SUP racks. The Corinthian Deck overlooks our harbor and the tranquil Belvedere Cove, with the San Francisco skyline beyond, and is a favorite spot for anyone seeking a warm spot in the sun after a breezy day on the Bay. The fog we see streaming through the Golden Gate and across the bay is part of the wind machine that is mother nature's gift to the Bay Area sailing community! To the west of our Clubhouse deck, you will often find members with their children on our much-loved beach and lawn that have been enjoyed by generations of members and their families.

The San Francisco Yacht Club is a west coast gem enjoyed by our members and the yachting community from all parts of the world. Now in our 149th year, our future is as bright as our past.

SAN FRANCISCO YACHT CLUB BY THE NUMBERS:

- 1400 Members, all categories
- \$7.1M Gross volume
- \$1.5M Annual dues volume
- \$2.47M F&B volume

San Francisco Yacht Club website: www.sfyc.org

GENERAL MANAGER JOB DESCRIPTION

The General Manager (GM) is hired and retained by the Board of Directors and reports to the Commodore. The GM has clear "ownership" for day-to-day operations of SFYC, while focused on the achievement and maintenance of an annual business plan for the Club, and all the necessary elements, activities and staff to support this focus. Specific emphasis on consistently enhancing an extraordinary experience for the members and their guests is primary to this role. He/She is responsible for managing the entire inventory of key assets (physical and staff) including clubhouse, sailing, marina, food and beverage, and others, to ensure consistently meeting clearly defined expectations of service execution and delivery.

The GM will provide leadership to contributing constituencies (Board, Committees, Members, and Staff) relative to key programming, events and activities at the Club, recognizing the need to lead in balancing multiple interests, perspectives, and the Club's business and financial objectives. Successful administration of all operations of SFYC, while meeting annual tactical and strategic goals and expectations, is critical, as is keeping a clear appreciation of maintaining high member satisfaction levels in the course of doing so. The GM will be leading all aspects of the organization and should have the "visionary leadership" to make necessary and sometimes bold decisions in the best interests of the Club.

CANDIDATE RESPONSIBILITIES

- Coordinate and implement Board policies
- Assure a high level of member satisfaction, including soliciting member feedback and improving the sense of "inclusiveness" for all members
- Provide ongoing evaluation of the physical plant and equipment, anticipate needs, and oversee capital projects
- Develop and monitor SFYC protocols to assure compliance with local, state, and federal laws
- Manage all SFYC staff in a professional manner, including regular performance reviews that reflect achievement against individual performance goals. Provide guidance and support to staff to help them perform at an optimum level.
- Improve Club operational efficiency and effectiveness
- Manage to the annual budget. Review income and cost relative to goals and recommend corrective action. Implement controls to safeguard funds.

- Be a source of continuity and professionalism in Club operations across changes in Flag and Board leadership.
- Be informed of club industry “Best Practices” (i.e., governance, bylaws, member surveys, policies and procedures, etc.)

CANDIDATE QUALIFICATIONS

- A minimum of 5 - 7 years of progressive leadership/management experience in (preferably) a private member-owned yacht club, or leading hospitality operations outside of the club industry in a similar hospitality operation.
- Strong personal qualities of integrity, confidence, credibility, energy, commitment, and humor along with exemplary ethics.
- Possess exceptional financial and budgeting acumen.
- Demonstrated skills in food and beverage operations and quality are essential.
- Technologically proficient and recognizing best practices use of technology to improve ‘high touch’ service delivery to members, as well as to more effectively manage and lead operations.
- Someone who respects the history and traditions of the Club, while also being an innovator and a champion of new ideas and initiatives, looking to consistent improvement of member experiences and operational efficiency.
- A true, confident, diplomatic, and competent club industry professional with exceptional “executive presence,” who recognizes the importance of accountability, and who has a strong history of success in working with member boards and committees.
- Outstanding communication skills are necessary for this role and to be successful at SFYC. As the primary communicator of much of the information at the Club, proven outstanding verbal and written skills are absolutely critical, as is a keen ability to “listen,” “engage,” “build trust” and “be highly approachable.” One must have strong “executive presence” and truly understand the unique and compelling culture of the club.
- Must be a visionary and mission oriented; anticipating how the Club continues to evolve is important, as is being actively ‘networked’ in the industry to the point of being on the forefront of trends in clubs. He/She should be able to project and steer the club in the right directions for the benefit of the membership.
- A “hands on” leader who recognizes the balance between leading, doing and delegating.
- A visible, sincerely engaged and hard-working leader that brings ideas to the table and can express those ideas thoughtfully and easily to team members, the Board and Committees.
- Being strategic in focus and able to gain support and execute approved plans and directions, sometimes exhorting the Board to make actionable decisions, albeit it with a strong and natural ability to analyze and communicate the reasons behind recommendations.
- Being naturally outgoing, conversant, respectful, and diplomatic, but able to diplomatically say “no” when appropriate.
- Recognizing the need for the continuation of an “employer of choice” approach to attracting, retaining, and developing staff at every level within the greater SFYC organization.
- Innately understanding, empathetic, reliable, and relatable to members and staff at all levels.
- Possessive of a strong financial acumen for hospitality trends and metrics, and able to fully comprehend and explain P/Ls, balance sheets, cash flow and operating, capital and project management budgets.
- The ability to adapt and positively contribute to changing and evolving circumstances.
- A true “partner” with the Board, recognizing that he/she needs to be a creative problem solver whose ability to convey ideas, suggestions, and solutions in a thoughtful, well-reasoned manner with a high level of integrity results in high levels of respect.
- Yacht club or marina experience preferred

EDUCATION

- A Bachelor’s Degree from a four-year university or college is highly desirable, preferably in Hospitality Management, Business, or Finance.

- In lieu of the degree, substantial private club or hospitality experience may be considered.
- Certified Club Manager (CCM) designation preferred.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA benefits, offers an excellent bonus and benefit package.

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.

Your letter should be addressed to **Mr. Andy Fromm, Search Committee Chairman**, and clearly articulate why you want to be considered for this position at this stage of your career and why San Francisco Yacht Club and the greater San Francisco area will likely be a “fit” to you, your family and the Club if selected.

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 Holly Weiss: Holly@kkandw.com

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