



JOB DESCRIPTION

Job Title	Assistant Manager, Golf Professional
Management Level	Level 4
Department	Golf Department
Reporting To	Manager, Golf
Direct Reports	Officer Range

Overall Purpose:

To provide professional golf coaching and instruction to Club members and guests, administer handicaps, support golf competitions, oversee professional golf services and contribute to the development, promotion and growth of the Club's golf programme.

Key Responsibilities

1) Golf Coaching and Instruction.

- Provide individual and group golf lessons to Club members and guests in accordance with established professional standards.
- Assess golfers' abilities and develop appropriate coaching and player-development programmes.
- Coach golfers of different ages, abilities and levels of experience using appropriate instructional methods.
- Provide professional advice on golf technique, equipment and course strategy.

2) Handicap Administration.

- Administer and maintain member handicaps in accordance with the World Handicap System and applicable Club procedures.
- Ensure the accuracy, integrity and timely updating of handicap records.
- Coordinate with the Assistant Manager, Golf Administration on handicap-related matters, records and member enquiries.

3) Golf Programmes and Player Development.

- Develop and coordinate golf clinics, junior golf programmes and other player-development initiatives.
- Monitor participation and outcomes of golf development programmes and recommend improvements.
- Support initiatives aimed at developing new golfers and improving the skills and participation of existing players.
- Contribute to the preparation of golf programmes, work plans and related resource requirements.

4) Professional Golf Services.

- Oversee professional golf services and related activities within the Golf Department.
- Provide professional advice on golf equipment, equipment selection and club-fitting, where appropriate.



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- Coordinate with relevant suppliers on golf equipment and professional golf-service requirements.
- Supervise the Officer, Golf Range and ensure effective operation and service delivery of assigned golf-range activities.

5) Competition Support.

- Under the direction of the Golf Management Committee (GMC) assist with organizing and conducting Club tournaments and interclub Golf competitions.
- Manage tournament scoring, rules and pairings.
- Promote participation in club events and maintain a calendar of golf activities.
- Support the planning, organization and administration of Club golf competitions and tournaments.
- Provide professional support during competitions and other golf events.
- Coordinate with the Assistant Manager, Golf Administration on competitions, handicaps, schedules and related administration.
- Coordinate with the Assistant Manager, Golf Operations on course conditions, playing requirements and competition preparation.

6) Financial Responsibilities.

- Assist with budgeting for golf operations, including merchandise, staffing, and tournaments.
- Track and report revenue from lessons, pro shop sales, and events.
- Ensure cost-effective management of golf programs and services.

7) Member and Guest Engagement.

- Provide information and professional guidance to members and guests on golf-related matters.
- Promote a positive, welcoming and professional experience for members, guests and golfers using Club golf facilities.
- Respond to golf-related enquiries and feedback and ensure appropriate follow-up within the scope of the position.
- Monitor member and guest feedback on professional golf services and recommend service improvements.

8) Golf Promotion and Participation.

- Support initiatives and activities aimed at increasing participation in golf programmes, clinics, competitions and other golf activities.
- Promote junior golf and other player-development opportunities to broaden participation.
- Monitor participation trends and recommend initiatives to improve engagement and utilization of golf services.

9) Golf Rules and Professional Standards.

- Maintain current knowledge of the Rules of Golf, competition procedures, the World Handicap System and relevant professional standards.
- Ensure coaching, competition and professional golf services comply with applicable Club requirements and recognized golf standards.
- Coordinate with Golf Kenya and other recognized golf organizations on professional,



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competition, affiliation and related technical matters.

- Maintain professional competence through continuing professional development and updates in golf coaching, rules and industry practices.
- Maintain appropriate records relating to coaching, programmes, competitions and other professional golf activities.
- Perform other duties as directed by the General manager or Golf Captain.

Key Measures of Performance

Key Result Area	KPI	Measure
Golf Coaching and Instruction	Coaching Quality and Outcomes	Member satisfaction, coaching outcomes and measurable player improvement
Handicap Administration	Handicap Accuracy	Accuracy, integrity and timeliness of handicap records and updates
Golf Programmes and Player Development	Programme Participation and Outcomes	Participation, uptake and outcomes of clinics, junior and player-development programmes
Professional Golf Services	Professional Service Performance	Quality, responsiveness and member satisfaction with professional golf services
Competition Support	Competition Support Effectiveness	Timely and effective professional support for competitions and golf events
Member and Guest Engagement	Member and Guest Satisfaction	Feedback, service quality and effective resolution of golf-related enquiries
Golf Promotion and Participation	Participation Growth	Growth in participation in golf programmes, competitions and other golf activities
Golf Rules and Professional Standards	Professional Standards Compliance	Compliance with applicable Rules of Golf, World Handicap System, Club requirements and professional standards

Minimum Qualifications & Experience

Requirement	Minimum Requirement
Academic Qualification	Bachelor's degree or Diploma in Sports Management, Sports Science, Physical Education, Business Administration, Hospitality Management or a related field. A relevant professional golf qualification combined with substantial relevant experience may be considered.
Professional Certification	Recognized professional golf qualification/accreditation, such as PGA accreditation or an equivalent.
Professional Membership	Membership in good standing of a recognized professional golf body, where applicable.
Golf Coaching	Advanced knowledge of golf coaching, instructional techniques and player development.
Golf Rules	Comprehensive knowledge of the applicable Rules of Golf and competition procedures.



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World Handicap System	Good knowledge of the World Handicap System and handicap administration procedures.
Golf Equipment	Knowledge of golf equipment, equipment selection, club fitting and relevant equipment technology.
Programme Development	Knowledge of golf clinics, junior golf programmes, player development and participation initiatives.
Professional Golf Services	Knowledge of professional golf services, member support and golf-related retail services.
Competition Management	Knowledge of golf competition preparation, registration, scoring and related procedures.
Experience	Minimum 7 years' relevant professional golf or golf-coaching experience, including experience in a professional or Club golf environment.

Key Relationships

Internal	
Contact	Nature of Interaction
Manager, Golf	Reporting, professional advice, planning and programme coordination
Assistant Manager, Golf Administration	Handicaps, competitions, schedules and golf administration
Assistant Manager, Golf Operations (Course Superintendent)	Course condition, playing requirements and competition preparation
Officer, Golf Range	Range operations and coaching support
Commercial, Marketing & Events	Golf promotion, events and participation initiatives
Membership / Club Services	Member engagement and golf-related member services
Finance	Golf programme and professional-service financial information
People & Culture	Training, performance and professional development
ICT / Systems Support	Golf systems, handicap and other professional golf technology

External

Contact	Nature of Interaction
Members and Guests	Coaching, professional advice and golf services
Golf Kenya	Competitions, professional standards, affiliation and golf development
R&A	Rules, handicapping and professional standards where applicable
PGA / Professional Golf Networks	Professional development and technical engagement
Other Golf Clubs	Inter-club competitions, player development and professional coordination



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Golf Equipment Suppliers	Golf equipment, technology and club-fitting support
Competition Officials / Referees	Competition procedures, rules and event support

Agreed and accepted by:

Job Holder Signature	_____ Date: _____
Line Manager Signature	_____ Date: _____
HR Manager Signature	_____ Date: _____
General Manager Signature	_____ Date: _____