



**Position: General Manager**  
**Club: Innisfail Golf Club**  
**Location: Innisfail, AB**  
**Posting Date: October 14, 2025**  
**Posting Close Date: November 6, 2025**

The Innisfail Golf Club located in Innisfail Alberta is searching for its next General Manager. They require a dynamic personable individual to lead and manage their team.

The General Manager is the leader of the Club's management team who is responsible for managing all facets of the Club's operations. An ideal candidate will have a well-rounded background, experience in running multiple departments and a thorough understanding of club board governance. The GM manages the club's day-to-day operations in accordance with Board policies, directs the employees of the Club while also working collaboratively with the Board to meet strategic and financial benchmarks.

Reporting to the Board of Directors through the President, the GM is responsible for managing the overall performance of the Innisfail Golf Club by providing an exceptional Member/Guest experience.

### **Central Alberta's #1 Public Golf Destination**

#### **More about the Club & Innisfail:**

The Innisfail Golf Club is home to 27 challenging and scenic holes and has been the home of golf in Innisfail since 1924. Membership here at the club gives you direct access to the top-conditioned golf course in Central Alberta. The Club is run as a Semi- Private non- profit association. The course is accessible to shareholders, members, as well as the general public. This mix allows the club to have a strong financial position while providing some traditions of the private member club experience. The Board is a governance board and allows the General Manager to operate the day-to-day business of the Club.

The golf course has been a proud host of Provincial and National Championships over the last 10 years. The incoming General Manager will have an important role as the Board is planning a course master plan in 2026, an exciting initiative to be involved in setting the plans for the next 25 years of the property.

Innisfail, just south of Red Deer, is approximately an hour from Calgary and Edmonton. It is known for its strong agricultural roots and affordable cost of living. The town of approximately 10,000 residents offers a high quality of life with a small-town atmosphere. The town features walking trails, parks, and

large trees, particularly on its scenic west side. Dodds Lake and Napoleon Lake are minutes from the golf club and are used for activities like kayaking.

### **Essential requirements:**

- Strong leadership and management skills.
- Sound business acumen with proven experience of working with capital planning and strategic vision.
- Someone who can provide financial sustainability and deliver membership service excellence work.
- A personable and engaging individual who will proactively get to know the members and their needs.

### **Key Responsibilities:**

#### **Membership Experiences**

- Manage all club activities to maintain the highest standards and enhance member satisfaction.
- Maintain and grow a busy Member Event Calendar meeting the different needs of the diverse membership.
- Maintain the balance of green fee play while providing value to the member.
- Develop a member orientation program to welcome new members.

#### **Human Resource Management**

- Develop and implement innovative operating policies, on-boarding, processes and programs to create an engaging workplace culture.
- Oversee training and development programs for the team which is member/guest service focused.

#### **Finances**

- Stay updated on technological advancements for club management.
- Identify and mitigate potential risks to the club.
- Develop contingency plans for emergencies and crisis management.
- Ensure timely presentation of annual operational and capital budgets.
- Pro-actively respond to the financial position and offer creative opportunities for financial success.

#### **Golf Operations:**

- Ensure the golf courses and practice facilities are held to the highest standards of condition and playability.
- Ensure that the teaching capabilities and quality of teaching experience are helping to grow the game within the membership and community.
- Ensure that the Pro Shop provides desirable goods and services and that prices are competitive.
- Promote the course such that it receives the highest possible ratings from external sources.
- Nurture the spirit of the game, fostering a community atmosphere through participation, player development, competition, and enjoyment

#### **Member and Clubhouse Experience:**

- Deliver a consistently exceptional Clubhouse experience by providing a high-calibre food and beverage offering, quality service and Member social programming.
- Ensure that the Club has identified an appropriate long-term maintenance plan.
- Encourage participation and pride of membership through communication and engagement.
- Consistently communicate with the membership and enforce Club rules.

## Board Governance & Strategy

- Work effectively with the Board to:
  - Monitor and execute financial plans, including budgets and reporting.
  - Execute the long-range Strategic Plan and annual tactical plans.
- Manage capital projects and maintenance of club facilities.
- Ensure operational compliance with Board Policy

## Key Attributes:

The ideal candidate will possess strong interpersonal skills, be a proven collaborator, and relationship builder, and will be action and results oriented.

- An innovative and strategic thinker with strong business acumen and passion for continuous improvement and revenue generation.
- Able to display sound judgement and make complex decisions.
- A dynamic leader and motivator that prides themselves on the accomplishments of their team and have the willingness to provide ongoing constructive feedback.
- Demonstrates exceptional verbal, written and interpersonal communications skills.
- Conducts themselves in a responsible and professional manner.
- Self-starter, results orientated and hands-on when needed.

## Desired Qualifications and Skills

- Experienced leadership of multi departments of hospitality
- A post-secondary degree in business or a golf-related program.
- Experience reporting to a Board or Ownership group to ensure a strong understanding of club governance.
- 5+ Years of leadership in Golf or Hospitality Industry

## Salary and Benefit

The successful applicant will receive a compensation package commensurate with experience and qualifications along with a comprehensive health benefits plan. The Base Salary range will be from \$110,000-125,000 per annum plus bonus.

More information on the club can be found at <https://www.innisfailgolf.ca/> .

## To Apply:

Please submit your applications, including letters of reference and/or contact information of references. Applications without references may not be considered for interview. Only applicants selected for interviews will be contacted. Send applications to Bill Hoppins [bhoppins@telus.net](mailto:bhoppins@telus.net) with subject line of "IGC General Manager Search". In addition, Bill can be reached at (403) 396-7354.

Applications close on November 6, 2025. However, the search for the new GM will start immediately.