

Job Title:	Sustainable Golf Certification Manager
Department:	Sustainable Golf
Reporting To:	Assistant Director Sustainable Golf Development
Direct Reports:	0
Version	V3 161224

Job Purpose

To be accountable for the design, and implementation out of the digitally led Sustainable Golf certification programme that drives year on year growth in revenue by effectively collaborating with internal and external stakeholders, in particular providing Golf Clubs globally, to provide a framework and inspection criteria that improves their overall Golf Course Sustainability.

Be a positive ambassador who is a key driving force in the changing the perception Golf sustainability industry wide, by proactively engaging with Clubs to story tell, showcase and share best practice using the data and insights from adoption.

Key Accountabilities

- Accountable for the creation, development, implementation and measurement of robust Sustainable Golf Certification programme, which provides expertise in the field that will calculate a golf clubs sustainability rating providing them a clear pathway to improvement and achieve a certification that demonstrates excellence, and supports their local membership strategies.
- Provide the Golf Courses with the appropriate tools, knowledge and skills improve the overall sustainability of their course across the relevant regions to drive adoption and implementation of guidance.
- Create and provide management information that is based on key data and case studies that demonstrates the value of increasing golf course sustainability in areas such as (but not limited to) community impact, nature and biodiversity, both on a local level and industry wide which will be used by senior leadership to shape the future strategy.
- Partner with internal and external marketing teams to develop and execute a suite of a multi-regional marketing strategies that drives awareness, access and adoption to the programme and then provide appropriate support to the golf clubs to deliver on.
- Develop a delivery model, which will allow the golf club to understand ways to improve its rating, through expert recommendations, constructive feedback and regular communication, with the specific intention that they become self-sufficient and adopt a continuous improvement strategy to enhance their sustainability with outputs being regularly measured.
- Promote, educate and support golf clubs to improve and develop sustainability in golf course management, by using adoption data to share best practices and ways of working that allows continuous improvement.
- Research design, develop, implement and continuously improve a robust financial model for the programme, that includes the use of go to market strategy, adoption of leading

technology and an establishment of a recurring revenue model, that positively impacts the departmental P&L. This should be tailored to each geographical region.

- Effective account management by providing regular key performance indicator updates that includes progress on areas such as adoption, sales, budget risk, cost analysis and golf course feedback, providing a solutions-based approach to mitigate revenue, reputation and profit risk.
- To research, understand, select and introduce the application of a best in class digital platform for the long term delivery and sustainability of the programme.

Resource

- Develop and be accountable for the annual budget provision and overall P&L for the Certification program as part of the Sustainable Golf budget.
- Appoint, where appropriate, third-party contractors in line with predetermined budget and be accountable for robust tendering process along with achievement of scope of works.
- Collaborate effectively with key internal and external stakeholders by demonstrating the value of the programme and successful outputs.

Expertise

- Strong experience and understanding of turfgrass management in golf either by way of professional qualification or practical experience.
- Proven track record of successfully project management in Turfgrass to drive performance.
- Experience in the implementation of digital development of products .
- Knowledge and expertise in global standards of sustainability for turfgrass management

This job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the position.