

DIRECTOR OF TENNIS PROFILE: BROOK HOLLOW GOLF CLUB DALLAS, TX

DIRECTOR OF TENNIS OPPORTUNITY

The Director of Tennis “DOT” at Brook Hollow Golf Club “Brook Hollow” will lead one of the most elite tennis operations and facilities in the South, while having the opportunity to drive significant impact through program creation and refinement. If you possess superior customer service skills, are a charismatic leader with an entrepreneurial spirit, and embrace rich traditions and values, this is your career opportunity.

Brook Hollow, one of Dallas, Texas’ most prestigious private clubs, is seeking to place a highly capable professional with strong leadership experience as the DOT. A positive, innovative and energetic approach to Brook Hollow’s programming and duties is essential. In addition to the future DOT’s leadership and teambuilding skills, a focus on family and social activities for all levels of players is paramount. The candidate must be able to demonstrate proven written and verbal communication skills. Visibility, member engagement, and authentic enjoyment of building member relationships is critical, as is the ability to relate to committees in a professional, respectful and diplomatic manner.

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

BROOK HOLLOW GOLF CLUB OVERVIEW

Established in 1920, Brook Hollow enjoys a strong reputation as one of Dallas’ most historic and exclusive private clubs. The origins of the golf course date back to when Dallas businessman, Cameron Buxton, asked his friend A.W. Tillinghast to find a location for a golf course in the Dallas area. Tillinghast chose a then rural setting beside a branch of the Trinity River west of Dallas. At the time, the course was built on open and rolling farmland that is now surrounded by commercial properties due to the outward development of the metropolitan area. Brook Hollow remains a stately and peaceful oasis; a refuge for its members among the thriving city of Dallas.

Brook Hollow’s A.W. Tillinghast-designed golf course has hosted championships of significance over nine decades. The challenging golf course layout features tree-lined Bermuda fairways, bent greens, and a seventh hole that Ben Hogan rated as his favorite number 7 in the country. It is one of the few clubs that does not take tee times due to the small size of its membership.

World-class facilities include a sports complex for tennis, pickleball, wellness and swimming, and a famed ballroom in which are presented some of Dallas’ most memorable and fashionable social events. During the past twenty years, Brook Hollow has renovated or replaced substantially all of its facilities.

Tennis is a thriving program at Brook Hollow, with a total of 17 courts including four indoor, two outdoor Har-Tru, four pickleball and the remainder recently-constructed post-tension concrete. There is a full-service pro shop at the Tennis Center. The tennis complex was completely renovated in 2014. There are active programs for men, women, couples, and juniors, with many teams competing with other local clubs. Five professionals are available for instruction.

The recently-constructed Wellness Center and Aquatics Center have further enhanced the overall member experience by providing family-oriented spaces such as a game room and outdoor basketball court, along with childcare services.

The Wellness Center is a 3,600 square foot (excluding locker rooms and massage rooms), state-of-the-art facility with 12 cardio/resistance machines and other workout equipment, along with an exercise studio which offers cycling, yoga, Pilates and other classes. Seven certified instructors are available by appointment for members, and massage therapy is offered as well. The resort-style aquatics complex features a heated six-lane lap pool, two leisure pools, a slide pool, and tot wading pool, all of which are heavily-used from Memorial Day through Labor Day. Located on the first floor of the Wellness Center is the Brook Grill, a dining facility separate from the main clubhouse, which has indoor seating for 36 and outdoor seating for 60.

Brook Hollow offers formal and casual dining facilities featuring superlative cuisine. The food and beverage program is one of Brook Hollow's greatest strengths, in large part due to the outstanding, and well-deserved, reputation of Chef David Sokol and his staff. This culinary group has long been recognized for its food quality, presentation and consistency. Because of this, Brook Hollow is one of the most sought-after venues for weddings, debutante balls and other high-end social events in Dallas. *D Magazine* recently cited Brook Hollow as the "most prestigious club in Dallas," a testament not only to the food, but to the service and programs provided by the dedicated and hard-working staff.

Membership at Brook Hollow is limited and selective, with a multi-year waiting list. As Brook Hollow nears its centennial year in 2020, the future looks very promising.

BY THE NUMBERS

- 1,149 Members
- \$16.9M Gross volume
- 225 FTE Employees in season; 60 in off-season
- Tennis/Racquet Revenue: \$730,000
- Average member age: 54

WEBSITE: www.brookhollowgc.org

DIRECTOR OF TENNIS POSITION OVERVIEW

Brook Hollow is looking for a DOT who will replace a successful, long-tenured staff member. The new DOT will bring the department to the next level by expanding adult, junior, social and competitive programs to meet the ever-changing needs and demands of Brook Hollow's membership.

The DOT position is comprehensive and must ensure successful achievement of the mission and objectives of Brook Hollow. The successful candidate will be responsible for overall operation of the Tennis Program, including tennis, pickleball, pro shop, programming and staff. The DOT is a highly visible position requiring strong presence, leadership and communication skills with both members and staff. The DOT is expected to be the leader of the Tennis program by passionately promoting the games of Tennis and Pickleball. These traits must resonate through all staff members.

Brook Hollow employs a loyal, professional and accomplished tennis staff and wishes to continue this tradition. The working environment at Brook Hollow is one of professionalism and respect, and Brook Hollow prides itself on the positive relationships it maintains with its staff.

Under the direction of the General Manager, and in coordination with the Tennis Committee, the DOT administers the policies, procedures and programs of Brook Hollow relating to all racquet sports.

The general roles and responsibilities of the DOT will be to deliver a range of services customarily provided by a Master or Elite USPTA/PTR professional. These services will include, but will not be limited to:

Leadership

- Be a passionate ambassador for all racket sports; require the same of the staff

- Assure consistent, highly ethical, efficient and seamless daily operation of club-wide tennis operations; provide members and guests with an environment that meets the values of Brook Hollow
- Oversee departmental programs and services to meet or exceed member satisfaction
- Supervise, lead and mentor all teaching professionals, pro shop staff and seasonal interns (staff size of approximately 9)
- Work in tandem with Brook Hollow's highly regarded tennis staff

Programming

- Organize, schedule and manage tournaments, clinics, round robins, social events and other tennis related activities to maximize members' access to and enjoyment of the tennis facilities
- Create comprehensive events and activities to include social, competitive and instructional programming for all levels
- Provide organizational and structural support for league team tennis practice and play. Provide a fair and equitable system for teams to be organized and governed

Administration

- Oversee department POS operations to ensure accurate member billing and accurate sales/activity reports
- Attend all senior staff, Tennis Committee and some sub-committee meetings. Responsible for drafting the Tennis Committee agendas in coordination with the General Manager and respective Tennis Committee Chair
- Operate a high-quality merchandise and retail operation in the Brook Hollow's Tennis Shop, ensuring product expectations are met
- Manage all staff scheduling
- Conduct regular staff meetings within the Tennis operation to ensure effective communications
- Enforce all of Brook Hollow's Rules and Regulations governing use of the facilities, equipment, dress code and sportsmanship as set forth by Brook Hollow
- Prepare tennis promotional items and event results for Brook Hollow's website, bulletins, e-blasts, etc.
- Oversee the annual budget process, monthly financial performance and weekly payroll management (Brook Hollow's tennis budget is approximately \$730,000)
- The following positions report to the DOT:
 - 5 assistant professionals
 - Merchandiser/Pro Shop Manager
 - Pro Shop staff

Instruction

- Develop and implement a teaching philosophy that embraces Brook Hollow's values and traditions; incorporate standardized teaching methodologies as appropriate
- Provide an appropriate amount of private and group lessons to both adults and children; oversee lessons taught by all professionals
- Play tennis and pickleball, and provide instruction to members of varying skill levels to encourage skill development and relationship building

Junior Tennis

- Develop and implement a high-level and respected junior program that meets the demand of all junior abilities. Program should be comprehensive, creative and innovative for all levels of junior play
- Proficient in the "USTA's 10 and Under" initiative on teaching protocol
- Coordinate instruction, competitive playing and team opportunities for all juniors

EXPERIENCE, QUALIFICATIONS and SELECTION CRITERIA

The ideal candidate should be an engaging and polished professional with a minimum of five (5) years of experience as a Director of Tennis in a private club setting.

A minimum of 5 years of progressive leadership/racquets management experience in (preferably) a private member-owned country club with multi-dimensional operations, or leading racquets operations outside of the club industry in a similar hospitality operation.

A head professional at an extremely successful club and tennis program will be considered.

Knowledge of other racket sports and programming is a plus.

A resume indicating progressively more responsible positions and demonstrating experience in delivering both group and individual instructional programs to players of various age groups and skill levels. Additionally, the candidate should have a proven history of high ethical standards.

Experience

- Motivator and leader who can bring out the best in others by setting clear goals and expectations, holding them accountable for outcomes, by providing consistent feedback, support and through respectful interaction and professionalism
- History of innovation and a champion of new ideas and initiatives; looking to consistently improve member experiences and operational efficiency
- Verifiable strength in working closely with boards, committees and other key contributors to developing and executing the club's vision
- Exemplary communication (written and spoken) and interpersonal skills; ability to work with committees
- Proven ability to attract, hire, develop and lead a high performing team of professionals while setting standards of performance appropriate to perpetuating the traditions and values of Brook Hollow
- Exhibit excellent organizational, technological and time management skills
- Running and organizing successful women's, men's and junior tennis team programs
- Developing and staging intra- and inter-club events
- 5.0 tennis playing competency or above

Qualifications and Personal Attributes

- Member focused; delighted to meet the expectations and requirements of members and their guests
- Possess high energy and genuine desire to interact actively with the membership on a professional and hospitable level
- Works well and is well respected by others
- Understands Brook Hollow's values and exemplifies the Brook Hollow's culture
- Keen problem-solving skills
- Strong operational management record
- Mentor to his or her staff
- Entrepreneurial spirit to create new programs while respecting current desires and traditions
- Strong time management skills given broad range of activities and demands
- Comfortable publicly speaking
- Personal character and charisma
- Industry talent leader (can assemble high-performance and talented team who work well together)

Selection Criteria

- Breadth and depth of experience as a tennis professional
- Degree of experience in similar settings
- Ability to articulate a compelling vision for the future of Brook Hollow's programs
- Demonstration of technical competence

EDUCATION AND CERTIFICATION

The ideal candidate should have earned a college degree and have USPTA/PTR Master Professional or Elite Professional certification. The successful candidate will possess a high-level of proficiency in both playing and teaching the sport of tennis, including certification.

SALARY AND BENEFITS

Brook Hollow offers a generous compensation package including salary, commission, bonus, family college scholarship program and a benefits package that is commensurate with qualifications and experience and befitting a club of the stature and significance of Brook Hollow.

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 during the online application process.

Preparing a thoughtful letter of interest and alignment, clearly articulating your “fit” with the profile and the above noted expectations and requirements is necessary.

Your letter should be addressed to Mr. Matt Strickland; Search Committee Co-Chairman, and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career. In addition, why Brook Hollow and the Dallas-area will likely be a “fit” for you and your family and if selected. Additional information may be required from candidates to further assist in the evaluation of alignment and validation of competency for the role.

Expressions of interest in this manner should be conveyed as soon as possible. Applications after March 31, 2019 will be challenged to accomplish "next step items". Interviews will occur in mid-April with the new DOT beginning after that time.

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 Patty Sprankle: patty@kkandw.com

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