



## Job Description

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DEPARTMENT: Services

POSITION: Golf Professional

REPORTS TO: Services Supervisor

### I. JOB REQUIREMENTS:

- A. Education: The knowledge, skills, and abilities typically acquired through the completion of a G.E.D. or high school diploma.
- B. Experience: Level 2 PGA Apprentice or equal, with 2 years in Golf Instruction experience
- C. Skills:
  - Communication: Strong listening and interpersonal skills. Candidates must possess excellent verbal and written communication skills. They must effectively communicate and implement the best practices and concepts of Golf fundamentals to customers and associates.
  - Analytical: Candidates must be able to quickly and completely assess the customer's needs in our high traffic and high tech learning environment.
  - Computer: Basic computer skills with working knowledge of Teaching software, Microsoft Office, Microsoft Outlook, and the internet.
  - Golf equipment sales and club fitting knowledge: Candidates must be able to assist in Associate training and provide expertise during daily operations.
- D. Physical Requirements: Golf Instructors must be able to stand for extended periods of time, move through the store, and lift a 30 lb. box overhead.
- E. Other: Golf Instructors must be able to accommodate a typical retail schedule, work a flexible work week, and work nights, weekends, and holidays.

- II. OVERALL FUNCTION OF THIS POSITION: Golf Instructors are responsible for customer lessons, clinics, equipment sales and an overall portrayal of professionalism every day. Golf Instructors are viewed as the expert in the store. Associates turn to Golf Instructors to provide guidance. This in turn provides our customers with the customer service they deserve.
- III. JOB RESPONSIBILITIES: The Golf Instructor’s top priority is to ensure every customer receives the best possible learning experience. Other responsibilities include:
- Ensuring every customer observed within 10 feet is greeted within 30 seconds.
  - Quality of Golf instruction meeting company standards as out lined in SOP 16-14 “Conducting Customer Lessons” through individual lessons, clinics, and in-store events.
  - Driving Lesson sales and booking % to support stores sales goals in accordance with plans for instruction & clinics as outlined in the annual store sales plan.
  - When not teaching, working on the sales floor, assisting customers and assisting in club fitting.
  - Working with the Sales Associates to maintain a clean and orderly work environment.
  - Assisting the Services Supervisor with Instruction Area maintenance and supplies.
  - Elevating the entire staff by providing knowledge and expertise gained through their professional experience, product knowledge, and training.
- IV. JOB RELATIONSHIPS: Golf Professionals report directly to the Customer Services Supervisor but independently manage their time and client appointments. They work closely with Associates on a daily basis to provide world-class customer service.

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EMPLOYEE

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DATE

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SUPERVISOR

\_\_\_\_\_  
DATE