

Role Profile: Golf Retail and Operations Assistant

Principal Objectives of the Team and Role

Team Objective:

- Support the smooth and efficient operation of the golf resort by delivering excellent customer and guest service across both retail and on-course operations.
- Maintain high standards of presentation, equipment care, safety, and professionalism throughout the retail and golf operations environment.
- Work collaboratively to ensure guests enjoy a seamless, welcoming, and high-quality experience from arrival to departure.

Role Objective:

- The Golf Retail and Operations Assistant plays a key role in supporting both the retail and operational functions of the golf resort.
 - The role contributes to achieving sales targets, enhancing guest satisfaction, maintaining operational efficiency, and upholding high standards across the pro shop, practice facilities, and golf course operations.
 - The assistant is integral to creating a positive, professional atmosphere while supporting daily operations, events, and guest services.
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Role Purpose

The purpose of the Golf Retail and Operations Assistant role is to support the day-to-day running of the golf resort by combining excellent customer-facing retail service with hands-on operational support. This role involves assisting customers and guests with retail purchases, bookings, equipment rentals, and general enquiries, while also supporting golf course setup, equipment management, and event operations.

The assistant is expected to deliver a consistently high standard of service, demonstrate strong attention to detail, and adapt to a wide range of tasks to ensure a seamless and enjoyable guest experience across all areas of the golf resort.

Key Responsibilities and Associated Duties

Customer & Guest Service

- Greet and welcome customers and guests in the pro shop and on arrival at the golf course.
- Provide information on tee times, course conditions, facilities, products, and available services.
- Deliver a high level of customer service by answering questions, handling requests, and resolving minor issues professionally and efficiently.

- Handle customer feedback, complaints, or concerns with empathy and escalate where appropriate.
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Retail Sales & Pro Shop Support

- Assist customers with product selection, offering advice on golf equipment, apparel, and accessories.
 - Demonstrate product features and benefits to support informed purchasing decisions.
 - Achieve personal sales targets and contribute to overall retail performance.
 - Upsell and cross-sell products, promotions, and loyalty schemes to enhance customer experience and revenue.
 - Support merchandise displays, shelf stocking, and general pro shop presentation.
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Product Knowledge

- Maintain up-to-date knowledge of golf products, brands, trends, and technologies.
 - Attend training sessions and actively develop product and service knowledge.
 - Provide accurate and honest advice to customers, seeking support when required.
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Golf Course Setup & Operational Support

- Ensure practice facilities, including the driving range, are maintained to a high standard.
 - Assist with daily operational setup tasks to ensure the course and facilities are guest-ready.
 - Support smooth guest flow during peak periods, events, and competitions.
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Equipment Management & Rentals

- Ensure rental clubs, trolleys, carts, and other equipment are clean, safe, and in good working order.
 - Assist with issuing and returning rental equipment, ensuring availability and correct storage.
 - Support inventory management of rental items and report any faults or shortages.
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Stock Management

- Assist with receiving, unpacking, and organizing retail and rental stock deliveries.
 - Perform stock checks and support accurate inventory management.
 - Ensure products and equipment are stored securely and efficiently.
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Health, Safety & Security

- Monitor the pro shop, course, and surrounding areas to ensure safety guidelines and course rules are followed.
 - Promote safe use of golf carts, practice facilities, and equipment.
 - Report accidents, injuries, hazards, or faulty equipment promptly and accurately.
 - Maintain a clean, tidy, and safe environment for guests and staff.
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Event & Tournament Assistance

- Assist with preparing scorecards, signage, markers, and equipment for competitions and events.
 - Help coordinate guests during tournaments and events, providing directions and general assistance to ensure smooth operations.
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Cash Handling & Administration

- Operate the point-of-sale (POS) system accurately and efficiently.
 - Process transactions, including cash, card payments, refunds, and rentals, in line with company procedures.
 - Maintain accuracy in cash handling and assist with basic record keeping related to bookings, rentals, and inventory.
 - Support general administrative tasks and report operational or maintenance issues as required.
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Personal Attributes

- Friendly, enthusiastic, and approachable with a strong commitment to excellent customer and guest service.
- Strong communication skills with the ability to engage confidently with a wide range of guests.
- A keen interest in golf, with a willingness to learn and stay up to date with products, services, and industry trends.
- Proactive, solution-oriented mindset with good problem-solving ability.

- Works well as part of a team, supporting colleagues across retail and operations.
- High attention to detail in stock management, equipment care, store presentation, and safety.
- Excellent time management skills, with the ability to prioritise tasks and multitask in a busy environment.
- Flexible and adaptable, willing to take on a variety of duties based on operational needs.
- Comfortable working outdoors in varying weather conditions.
- Physically capable of standing for long periods and lifting light to medium-weight items.