



Role: Director of Operations and Sales

The Director of Operations and Sales oversees all aspects of the facility and is responsible for generating memberships and corporate sales. This position is also responsible for ensuring the proper programs are in place and costs are in line to ensure profitability and revenue goals are met.

Position Summary:

In conjunction with the Director of Pickleball Operations, you will ensure all programs and initiatives are implemented through effective communications with staff members, role modeling and training. This position is also responsible for ensuring that procedures are in place to ensure the facility is safe, clean and organized, and profitable.

Typical Duties:

PERSONNEL:

- Ensure staffing levels are appropriate according to the demands of the business.
- Proactively recruit to ensure a pipeline of applicants is available.
- Complete New Hire paperwork and submit to Bookkeeper-Nancy.
- Schedule staff to cover all operating hours ensuring proper coverage during peak periods. Schedules should be sent out at least 1 week, preferably 2 weeks in advance.
- Report hours worked for all staff to Nancy at the end of each pay period.
- Ensure daily checklists are implemented and all staff has been trained to complete each duty listed.
- Schedule 2-4 manager meetings per month.
- Set a positive example for all staff in the areas of customer experience, dress code, following procedures, and timeliness.
- Work with staff to ensure all calls and emails are handled properly and promptly.
- Address staff issues as they occur to ensure all Dill Dinkers policies and expectations are met.
- Communicate new policies/procedures/updates to staff in a timely manner.
- Order staff shirts to ensure each member has the appropriate amount based on their weekly schedule.

FACILITY:

- Ensure supplies (paper towels, TP, soap, coffee, etc...) are in stock at the facility.
- Review security footage as needed.
- Ensure facility is clean, organized and safe at all times.
- Report issues to Property Management company.

PLAYER EXPERIENCE:

- Interact with players to enhance and ensure a positive customer experience.
- Handle walk-in customers and give tours to potential members using the Tour Outline.
- Take immediate steps to rectify problems during events.
- Ensure all guests sign the safety waiver before playing.
- Support the Director of Pickleball operations in running successful leagues and events.
- Knowledgeable in the rules of pickleball and can accurately answer questions.

MARKETING:

- Submit events schedule to Erika Spalding at mid-month and identify areas that need marketing support.
- Work with Marketing to ensure the proper tools have been created to promote special events.
- With Marketing's support, ensure follow through on all aspects of the business advertising packages once they have been sold.
- Ensure promotional materials are displayed to support upcoming events and meet Brand Standards.

COURTRESERVE:

- Knowledgeable in CourtReserve set up and daily functions. Able to troubleshoot and solve issues within CourtReserve.
- Process refunds/credits 1-2 times per day.
- Ensure all fees are paid daily and use Aged Fees report to collect overdue payments at least 1x per month.
- Look ahead in CourtReserve to the following week, to ensure accuracy with scheduling of events.
- Adjust pricing for events based on theme and additional expenses (ie food and drink).
- Ensure monthly communications to players using email feature in CourtReserve. Highlight events and specials being offered as well as reinforce best practices.
- Use Bulk Text feature in CourtReserve to notify players of events that haven't filled.
- In conjunction with the Director of Pickleball Operations, ensure events are scheduled in CourtReserve at least 1 month out.
- Follow up to ensure proper inventory in added to POS by the Assistant Manager.
- Notify Rose McGill, Manager of Software and Training of any CourtReserve needs and issues.

MISC:

- Attend company meetings as scheduled.
- Stay up to date with emails and special requests.
- Obtain approval from CEO (Will Richards) before purchasing items over \$200.
- Use company credit card to purchase items needed for the facility.
- Ensure management coverage during peak times.
- Hold at least 2 CPR trainings per year.

