



Job Title: Director of Operations and Sales

Reports To: Chief Operating Officer

About Dill Dinkers

The vision of Dill Dinkers is to spread the joy of pickleball worldwide. At Dill Dinkers, our dedicated facilities are a pickleball haven for players of all levels. Our facilities provide a welcoming and vibrant atmosphere where you can enjoy fun matches, improve your skills, and connect with a community that shares your passion.

Position Summary

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

Responsibilities and Duties

Personnel:

- Ensure staffing levels align with the business demands.
- Actively engage in recruitment efforts to maintain a steady pool of applicants.
- Finalize New Hire paperwork and forward it to the accounting department.
- Arrange staff schedules to accommodate all operational hours, ensuring adequate coverage, especially during peak times. Schedules should be distributed at least 1 week, preferably 2 weeks, in advance.
- Submit all staff worked hours to the accounting department at the conclusion of each pay period.
- Implement daily checklists and ensure all staff are trained to complete each task outlined.
- Arrange 2-4 manager meetings monthly.
- Lead by example for all staff in customer experience, adherence to dress code, following procedures, and punctuality.
- Demonstrate a positive model for all staff in customer experience, adherence to dress code, procedural compliance, and punctuality.
- Collaborate with staff to ensure proper and timely handling of all calls and emails.
- Handle staff issues promptly to ensure compliance with all Dill Dinkers policies and expectations.
- Timely communication of new policies, procedures, and updates to staff.
- Procure staff shirts to ensure adequate supply based on each member's weekly schedule.



Facility

- Maintain stock of supplies (such as paper towels, toilet paper, soap, coffee, etc.) at the facility.
- Review security footage as required.
- Ensure cleanliness, organization, and safety of the facility at all times.
- Notify the Property Management company of any issues.

Player Experience

- Engage with players to enrich and guarantee a positive customer experience.
- Manage walk-in customers and conduct tours for potential members using the Tour Outline.
- Promptly address and resolve issues during events.
- Ensure all guests complete the safety waiver before participating.
- Assist the Director of Pickleball Operations in executing successful leagues and events.
- Proficient in pickleball rules and capable of providing accurate answers to inquiries.

Marketing

- Provide the Chief Marketing Officer with the events schedule by mid-month and highlight areas requiring marketing assistance.
- Collaborate with the Marketing team to ensure the development of appropriate promotional materials for special events.
- With the support of the Marketing team, ensure the fulfillment of all aspects of the business advertising packages after they have been sold.
- Ensure the display of promotional materials to bolster upcoming events and adhere to Brand Standards.

CourtReserve

- Proficient in CourtReserve setup and daily operations. Capable of troubleshooting and resolving issues within CourtReserve.
- Handle refunds/credits processing once or twice daily.
- Guarantee daily payment of all fees and utilize the Aged Fees report to collect overdue payments at least once per month.
- Anticipate the upcoming week in CourtReserve to ensure scheduling accuracy for events.
- Modify event pricing according to themes and additional expenses (e.g., food & drink).
- Guarantee monthly communications to payers via the email feature in CourtReserve. Highlight offered events and specials, as well as reinforce best practices.
- Utilize the Bulk Text feature in CourtReserve to alert players about events that have not reached capacity.
- Collaborate with the Director of Pickleball Operations to schedule events in CourtReserve at least one month in advance.



- Conduct follow-ups to ensure the Assistant Manager adds inventory accurately to the POS system.
- Inform the Software and Training Manager of any CourtReserve requirements or issues.

Miscellaneous

- Participate in company meetings as scheduled.
- Remain current with emails and handle special requests.
- Seek approval from the CEO before making purchases exceeding \$200.00.
- Utilize the company credit card to procure necessary items for the facility.
- Guarantee management presence during peak periods.
- Conduct a minimum of 2 CPR training sessions annually.

Minimum Qualifications

- 4 or more years combined of Operations Management and Sales experience.
- Strong business sense.
- Proficient using Microsoft Suite (Excel, Outlook, etc.).
- Organized and detail oriented.
- Exceptional communication skills, both oral and written.
- Ability to establish priorities and solve a wide range of business problems.
- Demonstrated customer service skills, common sense, problem solving and analytical skills.
- Flexibility to respond to changing work priorities and handle numerous projects at a time.

Educational Prerequisites

- Bachelor's degree in management, human services, or related field. A comparable combination of formal education and work experience will be considered.
- Pickleball experience both playing & understanding of the rules is recommended but not required.

Physical Requirements

- Viewing computer screen/monitor
- Utilizing keyboard
- Answering/making phone calls
- Prolong walking, standing, kneeling, bending, etc. as required.



Work Environment

Work is normally performed in the facility but there may be some administrative duties that need to be completed off site.

Disclaimer: The information provided in this job description is intended to give an overview of the typical tasks and responsibilities carried out by employees in this role. It is not meant to encompass every duty, responsibility, or qualification required for the job. Employees are expected to follow the instructions of their supervisors and fulfill the tasks assigned to them.