



## **Assistant General Manager | Site Director**

**Location:** The First Tee Learning Center at Pineville “The Pine”

**Status:** Full-Time

**Reports To:** General Manager

**Organization:** First Tee – Greater Charlotte

### **About First Tee – Greater Charlotte**

First Tee – Greater Charlotte is a youth development organization that empowers young people through character education, life skills, and healthy habits through the game of golf. Our programs are built on core values such as respect, integrity, perseverance, and confidence, helping participants thrive both on and off the course.

### **Position Summary**

We are seeking an energetic, organized, and mission-driven **Assistant General Manager | Site Director** to join our team at The Pine, our Learning Center in Pineville, NC.

This role supports the General Manager in overseeing day-to-day facility operations, staff supervision, customer experience, and event coordination. As Site Director, the role also leads all aspects of programming and third-party events at the facility.

This is a unique opportunity to join a growing team committed to youth development, community engagement, and growing the game of golf.

### **Key Responsibilities**

#### **Operations & Facility Management**

- Support strategic planning, budgeting, and overall business operations.
- Hire, train, and supervise golf operations staff.
- Ensure legal compliance and adherence to First Tee standards.
- Oversee the daily operations of the driving range and learning center.
- Assist with financial processes including reconciliation and monthly reporting.

#### **Marketing & Communications**

- Lead digital marketing efforts including social media, email newsletters, and community outreach.
- Promote First Tee programs and events in the Pineville area.
- Clearly communicate the organization’s mission and values to staff, patrons, and partners.

#### **Retail & Inventory Oversight**

- Manage merchandise operations: purchasing, displays, sales, and inventory.
- Oversee food, beverage, and retail stock to ensure availability and quality.
- Ensure facility and assets are maintained and secured.

### **Events & Program Coordination**

- Schedule and manage events including:
  - First Tee youth programs
  - Corporate or community group outings
  - Club fitting days and instructional sessions
- Coordinate logistics, staffing, and internal communication to ensure event success.
- Maintain and share an accurate facility calendar with all stakeholders.

### **Community Engagement & Development**

- Represent the organization at community events and First Tee initiatives.
- Assist with the implementation of long-term facility development plans.
- Support seasonal programming, public access, and scheduling.

### **Qualifications**

- Bachelor's degree in Sports Management or related field
- Background in golf preferred (e.g., PGA/PGM program graduate, coaching, or playing experience)
- Experience working with youth, ideally in a coaching or programming role
- Experience in retail, golf operations, or customer service (preferred)
- Strong interpersonal, organizational, and communication skills

### **How to Apply**

To apply, please email your resume and a brief cover letter to:

Juanma Galante

[JGalante@thefirstteegreatercharlotte.org](mailto:JGalante@thefirstteegreatercharlotte.org)