

Club:

La Crosse Country Club

Location:

Onalaska, WI

Position:

Director of Food & Beverage (DFB)

An amazing opportunity exists for a candidate with a successful track record of leadership and high-quality F&B operations management in hotels, resorts, private clubs, or high-end establishments in the hospitality industry. We are conducting the search for the Director of Food and Beverage at one of the premier club properties in Wisconsin, La Crosse Country Club. The successful candidate will be an integral part of a high-performing team at a first-class Club.

The primary focus of the role is the overall member experience, which is of utmost importance to the social fabric of the Club. The ability to consistently "look forward" in planning, innovations, organization, and overall departmental leadership is a critical skill set required for success in this position. Equally important is the ability to intuitively embrace the need to be visible and highly interactive with the members and staff; leadership in this area begins and ends with approachability and accessibility.

About La Crosse Country Club:

The La Crosse Country Club, located in Onalaska, offers country club services and programs to members in the Western Wisconsin area. Our family-centered activities include: golf, tennis, pickleball, swimming, and both casual and formal dining. Members and their guests enjoy outstanding facilities and high standards of service!

Director of Food & Beverage Position Overview:

The Director of Food & Beverage (DFB) is ultimately responsible for all food & beverage service operations daily, including its activities, dining options, and relationships between Club members, guests, and employees. The DFB must be a team player and the "public face" of these operations with a hands-on approach and an understanding that full "on-the-floor" member and staff engagement is critical to success in this position. The DFB consistently provides superb dining and other food and beverage experiences for the Club's membership and their guests. This senior level position works closely with, and reports to, the General Manager. The relationship with the executive chef and management team is especially important to this position, ensuring collaborative and harmonious relationships between front and back of house operations.

Key Responsibilities:

The Director of Food & Beverage will:

- Be the primary coordinator of food and beverage budgeting, hiring, coaching, training, orientations and creating a culture of teamwork, and the supervision of associates to ensure all is done in accordance with approved Club policies in compliance with governmental regulations.
- Oversee the hiring and training of all food & beverage employees.
- Have a strong, highly visible and respectful presence with the membership, be an exceptional communicator, have great interpersonal skills, and the maturity to instinctively know how to treat members and guests with a high-level of service.
- She or he must be able to communicate expectations to staff and motivate them positively to understand and execute to those expectations.
- Enhance and when necessary, establish standard operating procedures, procurement and processes while maintaining the brand identities.
- Oversee all dining areas to ensure smooth and consistent experience commonality in all operations, high levels of member and guest satisfaction,

quality food products and exemplary service in conjunction with managers and clubhouse chefs.

- Direct oversight of the wine society program for members, wine tastings and dinners. Oversee a progressive beverage program including craft cocktails and beer.
- Contribute to development and implementation of marketing programs to increase participation in all F&B related activities.
- Hold weekly staff meetings with direct reports to keep them informed of necessary and relevant activities and expectations at the Club.
- Assist in planning and be responsible for ensuring that special club events are well-conceived and executed with appropriate budgetary considerations.
- Oversee all club social functions, including member and member sponsored events.
- Be responsive to members' requests for menu selections, event planning, etc., and strive to find creative ways to accommodate reasonable requests; have a belief in a service philosophy of "the answer is 'yes,' what is the question?"
- Clearly understand the metrics for successful attainment of financial goals and objectives in F&B operations, and consistently review these expectations with her or his direct reports to ensure understanding and 'buy-in' from those contributing to their attainment.
- Teach and support team members to balance financial accountability with creativity.
- Develop and monitor plans, budgets, and procedures to provide direction and controls for food and beverage operations; implement corrective procedures as necessary to help ensure that budget goals are attained.
- Develop, implement and monitor a comprehensive buying plan and manage all inventories within the budgeted goals.
- Have a strong sense of urgency and responsiveness, while also maintaining quality and integrity of the division's business plan.

- Recommend, monitor, and manage policies, operating procedures and staffing for all F&B areas; recognize the needs and consistently perform to high levels of service in each of these operating areas.
- Ensure adherence to, and compliance with, all health, safety, liquor consumption, and all other food and beverage regulations for Wisconsin. Keep current on all matters pertaining to the food and beverage industry.
- Be responsible for the management of all alcoholic beverage inventories and purchases (wine, beer & spirits).
- Consistently monitor payroll and labor resource allocations to ensure they are in line with financial forecasting and goals.
- Be an active and dynamic recruiter of team members and someone who inherently enjoys developing and building his/her team and leading them to significant, positive membership satisfaction outcomes.
- Be a collaborative team player who is willing to be "hands on" when necessary but understands when to step back and lead the team.
- Involve associates in the decision-making process of how 'work gets done' and creates a work environment people want to come to and participate every day.
- Have a passion and aptitude for teaching, training, developing and enhancing training programs for all food service personnel, working, as necessary, with the managers responsible for those operations.
- Be a focused and consistent evaluator of personnel, ensuring that standards of conduct and delivery are met; this includes oversight of high standards of appearance, hospitality, service, and cleanliness of the clubhouse facilities.
- Establish and consistently enhance operating standards for personnel in areas of responsibility and consistently evaluate knowledge, understanding and execution to these high standards.
- Conduct and/or oversee training programs for food service personnel on various issues including service techniques, knowledge of menu items and daily specials, sanitation, team building and conflict resolution; regularly test and evaluate knowledge and understanding of these expectations.

- Ensure that an effective orientation and onboarding program exists in all areas of responsibility, along with consistent professional development and training.
- Ensure effective and efficient staffing and scheduling for all facilities and functions while balancing financial objectives with member satisfaction goals.
- Ensure that associates clearly understand performance expectations and that assigned tasks are reasonable, well-conceived and appropriately conveyed. Provide resources necessary to allow employees to perform their jobs effectively and create an exceptional ambience for members and guests.
- Establish and uphold expectations for dress, decorum and other service standards and always monitor for adherence.
- Take personal ownership of his or her area of responsibility, with special attention to the physical plant and overall appearance of the operation and understand the need to be consistently "member ready" in both appearance and service.

Candidate Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed above are representative of the knowledge, skill, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Educational and Certification Qualifications:

A Bachelor's degree (B.A.) in Hospitality Management is preferred, or a two to four-year degree from a Culinary School, plus a minimum of four to six years of Food & Beverage management experience in a high-volume facility or an equivalent combination of related education and experience.

Salary & Benefits:

Salary is open and commensurate with qualifications and experience. The Club offers an excellent bonus package. Benefits include health, dental, vision and life.

Send Résumé to:

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