

Job Posting — General Manager, Brigantine Golf Links

City of Brigantine, New Jersey

Department: Brigantine Golf Links

Reports To: City Manager / Golf Committee

Status: Full-Time, Exempt



About Brigantine Golf Links

Located just minutes from Atlantic City, Brigantine Golf Links is a historic, Scottish-style seaside course offering classic links golf along the Jersey Shore.

- 18 holes, par 72, stretching over 6,500 yards of gently rolling terrain surrounded by coastal marshlands and bay views.
- Designed to emulate the traditional Scottish links experience, wide fairways, deep bunkers, and ever-present ocean breezes.
- Features 14 holes with water hazards, well-manicured greens, and an Audubon-conscious approach to environmental stewardship.
- Open to the public with seasonal memberships, tournaments, and outings for up to 144 players.
- Known as *“The closest thing to Scotland without crossing the Atlantic.”*

About Brigantine, New Jersey

Brigantine is a barrier-island community just north of Atlantic City, home to roughly 7,700 year-round residents and a vibrant seasonal tourism surge that triples the local population in summer. The city is prized for its clean beaches, strong sense of community, and close proximity to the entertainment, dining, and hospitality of Atlantic City. Golf, fishing, and eco-tourism are core parts of the island’s identity, making Brigantine Golf Links a centerpiece of recreation and civic pride.

Position Summary

The General Manager provides overall leadership and strategic direction for Brigantine Golf Links, which is currently undergoing a transformational, multi-million-dollar redevelopment. The City of Brigantine is investing tens of millions of dollars in major course and facility improvements, including all-new cart paths, a state-of-the-art 18-hole irrigation system (with 9 holes completed and 9 more scheduled for completion in early 2026), and the construction of a new country club designed to host major regional and national tournaments.

These significant investments will culminate in the re-launch of Brigantine Golf Links as one of the premier public golf destinations on the East Coast, with a milestone 100th anniversary celebration in 2027.

The General Manager will play a pivotal role in leading this re-launch, positioning the course for long-term success, elevating the guest experience, strengthening community partnerships, and putting Brigantine Golf Links back on the map as a must-play coastal golf experience.

Reporting to the City Manager and Golf Committee, this individual oversees all operational, financial, and guest-service functions, ensuring the facility maintains its reputation for excellence and fiscal responsibility. The General Manager manages staff, budgets, partnerships, and community relations while driving growth in rounds, memberships, tournaments, and event revenue.

Key Responsibilities

- Develop, maintain, and execute annual operating budgets, business plans, and capital improvement programs.
- Provide leadership and coordination for all departments, golf operations, maintenance, and retail, ensuring alignment with City and Golf Committee goals.
- Work closely with the contracted Food & Beverage Operator to maintain quality standards and guest satisfaction.
- Hire, train, and evaluate staff, including the Assistant Manager and Golf Course Superintendent; foster a culture of professionalism and teamwork.
- Oversee agronomic programs, facility maintenance, and asset protection.
- Manage retail operations, vendor relationships, and inventory within the golf shop.
- Analyze and report financial performance; recommend operational improvements and corrective actions.
- Lead marketing and outreach initiatives to grow outings, tournaments, and membership sales.
- Represent Brigantine Golf Links in community, civic, and tourism initiatives to enhance visibility and local partnerships.
- Ensure compliance with all local, state, and federal regulations, as well as safety and environmental standards.

- Prepare and present monthly financial and operational reports to the City Manager and Golf Committee.
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Knowledge, Skills, and Abilities

- Comprehensive understanding of golf operations, agronomy, and customer experience management.
 - Strong business acumen with experience in budgeting, forecasting, and revenue optimization.
 - Demonstrated ability to lead, motivate, and manage diverse teams.
 - Excellent communication and interpersonal skills for collaboration with city officials, staff, vendors, and the public.
 - Knowledge of marketing, event management, and community relations strategies.
 - Ability to manage multiple priorities in a dynamic, fast-paced environment.
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Minimum Qualifications

- Bachelor's degree in business administration, hospitality management, golf management, or a related field preferred.
 - Minimum of five (5) years of progressive management experience in golf course operations, hospitality, or a related field preferred.
 - PGA/LPGA membership or equivalent golf industry credential preferred but not required.
 - Demonstrated experience in financial management, staff supervision, and customer service.
 - Valid New Jersey driver's license required.
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Work Environment

Work is performed in both office and outdoor settings, including golf course grounds. The position requires flexible scheduling, including evenings, weekends, and holidays, particularly during Brigantine's peak golf and tourism season (late spring through early fall).

Compensation & Benefits

Competitive salary commensurate with experience. The City of Brigantine offers an excellent benefits package including, pension, health insurance, paid leave, and golf privileges.

How to Apply

Qualified candidates should submit a **cover letter, resume, and at least three professional references** to:

City of Brigantine – City Manager’s Office

Attn: General Manager Search – Brigantine Golf Links

1417 W. Brigantine Ave

Brigantine, NJ 08203

or via email to citymanager@brigantinenj.gov

Applications will be accepted until the position is filled.