


# The PGA<sup>®</sup> Professional

THE OFFICIAL PGA MEMBERS' MAGAZINE

## RECRUITMENT ADVERTISING

Attracting the right applicants  
with the required skills



PGA Pro  
The  of golf<sup>®</sup>



## Why advertise with The PGA?

*The PGA Professional* is the monthly magazine published by The PGA in print and digital format, which is distributed to each of its 8,000 members.

PGA Professionals themselves graduate through the PGA Training Programme, administered at the PGA National Training Academy, European Centre for Excellence in Golf and their knowledge and expertise is in wide demand, performing more than 50 golf-related roles including coaching, retailing and resort management in over 80 countries worldwide.

*The PGA Professional* and the members' area online at PGA.info, are regarded as the golf industry's most influential and effective way for advertisers to reach the PGA Professional with exciting new career opportunities home or abroad.

Whether it is in coaching, retail, marketing or resort management The PGA's careers section is the perfect place to reach the right audience. Our paid adverts will be placed in the Featured section Online.

For more information about the skills and expertise PGA Members can bring to your facility and guidance on attracting the right applicants with the required skills, contact Tina Banner who can put you in touch with one of our Business Relationship Officers. They are committed to helping you **choose the right PGA Professional** for your facility, and can assist you with developing the job description for the role through providing our **PGA Role Descriptor** document, **Job Description Checklist** and **Industry Guide to PGA Membership**.

***The PGA Professional* magazine and members' area of PGA.info are ideal platforms to advertise the latest positions and showcase your facility with a range of competitive pricing.**

**Please contact Jessica Harrison on 01675 470 333 or Email: [recruitment@pga.org.uk](mailto:recruitment@pga.org.uk)**

*'The Right Pro, in the Right Place, at the Right Time'*



## 2020 Production Schedule

Magazine Issue	Approved Artwork		Publication Date	
<b>FEBRUARY</b>	January	24	February	7
<b>MARCH</b>	February	24	March	9
<b>APRIL</b>	March	26	April	9
<b>MAY</b>	April	23	May	7
<b>JUNE</b>	May	26	June	9
<b>JULY</b>	June	25	July	9
<b>AUGUST</b>	July	24	August	7
<b>SEPTEMBER</b>	August	26	September	9
<b>OCTOBER</b>	September	25	October	9
<b>NOVEMBER</b>	October	26	November	9
<b>DECEMBER</b>	November	25	December	9

## Copy Specifications

We can accept any artwork files supplied as CMYK, press optimised PDF, but the artwork for recruitment advertisements can be arranged for you. If sending page-ready artwork to us, please note the following dimensions:

Size	Details	Height	Width
<b>Full page</b>	Trim	275mm	281mm
	Bleed	255mm	200mm
	Type area	206mm	180mm
<b>Half page (horizontal)</b>	Trim	118mm	177mm
<b>Half page (vertical)</b>	Trim	240mm	86mm
<b>Quarter page (horizontal)</b>	Trim	57mm	177mm
<b>Quarter page (vertical)</b>	Trim	118mm	86mm
<b>Eighth page</b>	Trim	57mm	86mm

To enable us to create a proof for approval, your copy must be supplied to us in Word ensuring any images or logos are **supplied separately at with at least 300dpi resolution**, at the same size or larger than the final output size. **Images taken from the web are of an inferior quality and should be avoided.**

**Approval for press will be required for inclusion – please ensure that you are available to sign off artwork before the above deadline date.** We will need to re-work any adverts created in Microsoft Publisher, Illustrator, Word or similar programmes, but adverts created in Photoshop are acceptable. PDFs with RGB embedded images are not accepted as these can cause reproduction problems and output colour cannot be guaranteed. All fonts must be embedded. Files under 10MB can be accepted via email. Anything over that limit can be sent or via WeTransfer as this accepts files sizes up to 2GB and is free to use.

All adverts must be paid in full before the publishing of the advert online and/or magazine. Once passed for press, an entry will be posted online in the members' area at PGA.info up until the relevant date above or the requested closing date in your copy (if earlier).

*‘Regarded as the golf industry’s most influential and effective way for advertisers to reach the PGA Professional’*

## Print Layout

SITUATIONS VACANT recruitment@pga.org.uk

recruitment@pga.org.uk SITUATIONS VACANT



### Gerrards Cross Golf Club Head Professional

Gerrards Cross GC is a member-owned club founded in 1922, located in South Bucks. The Club has over 600 playing members, a challenging and attractive course and modern practice facilities, including covered driving bays, a teaching studio and a purpose built short-game area. Our 600+ members comprise over 100 ladies and around 500 men, of whom around 100 are in our Intermediate category (ages 18-39). 34 of our members have handicaps of 5 or less. Located just a few miles from the M25, the Club attracts nearly 3,000 guests, visitors and society golfers annually.

Due to a recent resignation, the Club wishes to appoint a new Head Professional.

To date the Club has engaged the services of professional staff through a traditional service contract and the Head Professional has provided retail and coaching services to members and visitors. The Board is considering options for the role of the Club's next Head Professional.

Central to the new role will be coaching. The Head Professional, supported by one or more assistants, will be responsible for coaching the Club's Academy members, our Junior Scholars and group lessons. Additionally the Head Professional will be required to provide one-to-one coaching as requested by members and visitors.

The second requirement of the role will be to support the management of golf operations. Golf operations includes: staffing our golf reception, managing competitions and course usage, equipment rental and sales of club-branded clothing and consumables (balls, gloves, soft drinks, etc.).

The Head Professional will be a member of the Club's management team and will be expected to play with members in support of Club activities.

Based on our assessment of the retail market for golf products (clubs, trolleys, designer golf clothing, etc.), the Club does not require the Head Professional to manage a traditional 'Pro Shop'. However if applicants consider that the Club and wider market in Gerrards Cross could support such a shop, the Board could be prepared to make retail space available to the Head Professional.

If applicants wish to make a compelling case for a Pro Shop they will be required to submit a business plan as part of the final stage of the interview process.

The Club is prepared to offer either a service contract or an employment contract to the new Head Professional. Applicants should indicate which of these options they would prefer and propose an outline of the terms under which they would wish to operate.

These terms should focus on the incentive arrangements that would apply and how risks should be allocated between the Head Professional and the Club.

CVs and Proposals to be sent to Adam Grint, General Manager at [adam@gxgolf.co.uk](mailto:adam@gxgolf.co.uk) or by post to

Gerrards Cross Golf Club, Chalfont Park,  
Gerrards Cross, Bucks, SL9 0QA

Application Deadline: 22nd November.



### Headingley Golf Club are looking for a PGA qualified Golf Operations Team

Headingley Golf Club founded in 1892 is a thriving private club based in north Leeds which prides itself on being a welcoming Club with an active social scene. Our all year round course is a challenge to golfers of all levels and we provide indoor and outdoor practice facilities for members to use.

The Club continues to undertake on course 'future proofing' projects to ensure we continue to meet the challenges of 21st Century golf club that both our Members and Visitors will enjoy.

**We are looking for two exceptional individuals, to form a team that will define 'The Headingley Golf Club Experience'.**

You must have previous relevant experience and be a self-motivated, high achiever with a demonstrable track record incorporating excellent interpersonal, communication and organisational skills with a strong focus on customer service.

#### The Team's Key Responsibilities include:

- Establishing and operating a first-class golf retail facility.
- Ensuring all staff consistently deliver excellent service to members/visitors at all times.
- Taking personal responsibility for customer service excellence throughout the operation.
- Acting as an ambassador for the club at all times.
- Working with the Marketing Committee to devise and implement strategies focussing on income generation such as Member recruitment and visitor green fees.
- Working closely with all sections of the Club - Greenkeeper/Catering/Club Secretary.
- Organising buggy/trolley hire through the season.
- Ensuring competition responsibilities are carried out on competition days (club, corporate, society and open days)
- Organising and managing the club's practice facilities.
- Managing and developing golf coaching at the club.
- Developing and growing all aspects of the club's Junior section including a Junior outreach programme covering the local area.
- Custom club fitting and Club repairs.

**Closing Date for Applications 30th November 2019**

Please forward your C.V. by e-mail to [manager@headingleygolfclub.co.uk](mailto:manager@headingleygolfclub.co.uk) and/or contact the club on 0113 267 9573 (option 1) and ask to speak to the Manager, Jon Hall for a confidential discussion.



### Perranporth Golf Club have a vacancy for a PGA Club Professional

Perranporth Golf Club has stood the test of time, designed in 1927 by James Braid it is a true challenge of links golf. A Hamilton-Shurt golf course architect suggested, the course is a rare and priceless heritage.

Perranporth Golf Club are looking for an enthusiastic and experienced PGA Professional with great interpersonal skills.

The club has a swing room, a practice ground, a golf shop and is ideally placed to serve a range of golfers.

#### Essential skills and experience:

- 1) effective and natural communicator
- 2) self motivated, creative and energetic
- 3) customer focused
- 4) experience of club repair and custom fitting clubs
- 5) experience of coaching at a range of levels, groups and individuals
- 6) experience of running a golf shop

To apply please submit a cover letter and a current CV by post or email to 'The General Manager'.

**All applications to be received by 17:00 on 20th September.**

For further information about this amazing opportunity please contact Perranporth Golf Club.

Email: [secretary@perranporthgolfclub.co.uk](mailto:secretary@perranporthgolfclub.co.uk)  
Call: +44 (0) 1872 572454

Perranporth Golf Club, Rudic Hill, Perranporth, Cornwall, TR60AB

### Rathsalagh Golf Club

Rathsalagh is a beautiful Peter McEvoy and Christy O'Connor Jnr designed 18-hole championship golf course. Facilities include a large driving range, practice greens, and a clubhouse with a Professionals shop, changing rooms, bar, restaurant & function room with panoramic view of the course.



We wish to appoint a highly motivated PGA Professional, possessing excellent marketing, interpersonal and organisational skills, committed to providing excellent customer service. The successful candidate will have a passion for coaching, project a positive image and be able to work as part of a team.

#### Main roles include:

- Operate a front of house service managing all golf activity including a well-stocked retail golf shop providing custom fit and repair facilities
- Provide members and visitors with a friendly, positive & satisfactory experience
- Develop tuition programs and deliver high quality individual and group coaching to adults and juniors, and to support our Club teams in inter Club competitions
- Working closely with the Club staff on strategies covering all aspects of golf operations including marketing and sales
- Act as an ambassador for the facility

Further details available upon request. To apply, forward cover letter & Curriculum Vitae to Club Secretary Vera Brennan, [vera@rathsalaghcountryclub.com](mailto:vera@rathsalaghcountryclub.com)

## Online Layout

### Alwoodley Golf Club

#### Job Details

Employer: Alwoodley Golf Club Position: Training Applicant / Registered Assistant Region: North Date added: 05/02/2020 Closing Date: 04/03/2020



### The Alwoodley Golf Club

This is a great opportunity to work at a busy private members club that is ranked in the top 50 courses in Britain and regularly hosts major events.

The applicant must be, enthusiastic, positive, friendly and outgoing, an effective team member, have an interest in merchandising and enjoy providing an excellent level of customer service to members and numerous visiting parties.

You will gain experience in the running of a successful, busy pro shop and time will be available to play and practice at our excellent facilities.

C.V. and cover letter to: [john.green@foremostgolf.com](mailto:john.green@foremostgolf.com)

## 2020 Advertising Rates

### Page options

### Rate (ex-VAT)

Full page	£725
Half page (max. 400 words)	£435
Quarter page (max. 200 words)	£275
Eighth page (max. 100 words)	£145

**Rates are based on length of copy**

**Web-only options are charged at the same rate**

**50 word free advert also available**

**All adverts must be supplied with a closing date for applications**

*Attracting the right applicants with the required skills*