General Manager – GolfCave New Providence

Location: New Providence, New Jersey Position: Full-Time General Manager
Compensation: $60,000-$70,000 base salary plus up to $10,000 in annual performance bonuses

About GolfCave

GolfCave is a 24/7 indoor golf facility that allows golfers of all skill levels to play and practice in private simulator bays, known as Caves, using TrackMan, the industry-leading golf simulator technology.

Our New Providence location is an established and growing facility with a strong membership base. We are seeking a passionate, knowledgeable golfer with strong leadership, sales, and customer service skills to manage the location.

A strong personal background in golf is essential for this position. Our most successful managers are serious golfers who understand the game, enjoy connecting with other golfers, and can combine their passion for golf with strong business and operational skills.

Previous experience working in the golf industry is strongly preferred but not required. We also welcome experienced managers from hospitality, retail, fitness, and other customer-facing businesses who are avid golfers.

The Role

The General Manager reports directly to the franchise owner and takes ownership of day-to-day operations at GolfCave New Providence.

This is a hands-on, working management position focused on three primary areas: growing and supporting our membership base, leading our staff, and maintaining the facility.

The General Manager works regular shifts at the facility, interacts directly with members and prospective customers, and takes personal responsibility for delivering an excellent golf experience.

Primary Responsibilities

Membership Sales & Member Experience

- Actively sell GolfCave memberships and convert prospective customers into members.
- Meet or exceed goals for new membership sales and overall membership growth.

- Build strong relationships with members to support retention and create a welcoming golf community.
- Conduct facility tours, follow up with prospective members, and identify sales opportunities.
- Train and motivate Rangers to effectively communicate the benefits of GolfCave membership.
- Deliver outstanding customer service and resolve routine member concerns.
- Respond to membership questions and route account changes or other membership matters appropriately.

Staff Management

- Recruit, hire, train, schedule, and supervise part-time Rangers.
- Provide coaching, feedback, and ongoing support to employees.
- Establish and maintain high standards for professionalism, customer service, sales, and facility cleanliness.
- Arrange employee coverage and work alongside staff during regular shifts.

Facility & Golf Operations

- Maintain a clean, organized, and welcoming facility, including direct responsibility for cleaning Caves, bathrooms, and common areas.
- Monitor TrackMan simulators and troubleshoot routine equipment issues.
- Perform routine simulator maintenance, including replacing hitting mats, impact screens, and golf balls.
- Handle minor facility maintenance and coordinate professional repairs when necessary.
- Stay current on TrackMan functionality and train employees on simulator operation.
- Provide reasonable after-hours support for customer or facility issues at our 24/7 location.

Qualifications

- Avid, knowledgeable golfer with a strong personal background in the game — required.

- Previous professional experience in the golf industry strongly preferred, but not required.
- Supervisory or management experience, ideally three or more years.
- Demonstrated sales ability, preferably involving memberships, services, or customer relationships.
- Strong leadership, communication, and interpersonal skills.
- Experience providing excellent customer service in a hospitality, retail, recreation, or related environment.
- Ability to manage, coach, and motivate a primarily part-time staff.
- Self-motivated, dependable, organized, and comfortable working independently.
- Comfortable performing hands-on physical maintenance, including replacing simulator screens and hitting mats, with or without reasonable accommodation.
- Experience with TrackMan or other golf simulator technology is a plus.

Schedule & Availability

This is a full-time position with a flexible schedule based on business needs.

The General Manager is expected to work at least one evening shift and one weekend shift each week. The remaining schedule can generally be worked during daytime hours.

Occasional after-hours assistance may be required because GolfCave operates 24/7.

Compensation & Benefits

- $60,000-$70,000 annual base salary.
- Up to $10,000 in annual performance bonuses tied to membership growth.
- Paid time off.
- Flexible schedule.
- Employee discounts.
- GolfCave playing and practice privileges.

How to Apply

Interested candidates should submit a resume and brief cover letter highlighting their golf background, management experience, and sales qualifications.

GolfCave is an equal opportunity employer. Employment is at will, meaning either the employee or Furino Golf Enterprises LLC, doing business as GolfCave, may terminate employment at any time, with or without cause or notice, subject to applicable law.