Due to our ongoing growth strategy for 2010 and beyond, we have a vacancy for two Export Regional Sales Managers to join our expanding sales team. This is an exciting time to be joining Ransomes Jacobsen, with new product launches coming on stream during 2010 and in the future.

The two positions cover Central Europe and Southern Europe. As an Export Regional Sales Manager you will be required to implement our sales strategy across your territory, analyse market potential and consistently achieve your sales targets. New Business development will be a major function of this position with a focus on increasing market share within your region.

The successful candidate will have excellent interpersonal, written and spoken communication skills, educated to A-Level/Degree standard, IT literate and have a solid understanding of turf related industries.

The position will require considerable amounts of travel, with the inevitable time spent away from home for extended periods. Language skills will be regarded as highly desirable, but not essential.

It is envisaged that the person accepting this post will be based within the allocated territory, at a location able to offer the best possible travel links and market exposure. A company relocation package would be made available if appropriate.

If you would like to be considered for this position, please contact Carol Mellelieu, HR Manager Ransomes Jacobsen on +44 (0) 1473 276214, or by email to: cmellelieu@tip.textron.com

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Erewash Valley Golf Club
GENERAL MANAGER

Erewash Valley Golf Club, founded in 1905, is a multi-national private members club and one of the premier courses in the East Midlands. The club has a large active membership that enjoy fine fairway facilities in the recently modernised clubhouse, which provides a wide range of social activities combined with excellent dining.

As an Export Regional Sales Manager you will be responsible for the day-to-day operational aspects of the club, with the manager of the day having the authority to manage and develop a professional team, ensuring that an efficient and effective service is delivered for the members.

The ideal candidate should have proven management experience with the skills to manage the day-to-day operations and be able to demonstrate:

• An appreciation of the traditional values of a private members golf club.
• A track record of success in management at a senior level with considerable organisation, motivational and interpersonal skills.
• Marketing strength to focus on membership recruitment and membership retention.
• Proven business skills with the financial acumen to set/manage budgets and prepare financial reports.
• Experience in Employment Law and Health & Safety Legislation would also be beneficial.
• Commercial acumen, which is essential to maintain business development opportunities to make best use of the recently modernised clubhouse facilities.
• Utilising IT skills, which includes experience of golf club database and financial software.
• A flexible approach to working hours.

Applications which should include a full CV will be accepted in the strictest confidence and should be directed to: The Chairman, Erewash Valley Golf Club, West Road, Ipswich, IP3 9TJ

Closing date: 19th November 2010.

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Closing date: 19th November 2010.
I have been in this industry for more than 35 years and during that time I have met countless greenkeepers at clubs, which are now facing increasing competition, and having to maintain the highest possible standards if they are to retain and attract new members.

In the early days it was a battle to get greenkeepers and groundsmen the recognition they deserved, but all that is changing – and that is largely thanks to the work of organisations like BEEGA and the IOG through their excellent training and education programmes.

We have come a long way, but there is still a way to go. For today’s turf managers, industry qualifications, keeping up to date with health and safety regulations, presentation expertise and management skills are now part of everyday life.

Machinery has certainly become far more sophisticated and is one of the key advances within the industry. As a result, the responsibility of the greenkeeper and groundsmen has been dramatically increased with even a relatively medium-sized club having equipment which can add up to more than £200,000 in value.

There has also been a significant shift in the range of machinery each club will hold. Thirty-five years ago it was quite common for fairways to be cut with gangs of mowers pulled by tractors. The idea of specialist fairway mowers was laughable. Now they are the norm and clubs can spend more than £35,000 on a fairway mower. And where standards are at their highest, some clubs box-off the grass clippings.

Suppliers recognise the necessity for really good products and the need for demonstrations, training and follow-up contact with their customers.

On-site trials and tests with practical demonstrations are vital – as clubs are making a significant investment in equipment and want to try them out in their own surroundings to ensure they perform well and meet their individual needs.

A machine has to do what it says on the tin. Facing tougher economic times, machinery manufacturers recognise that it is not always possible for a club to make an outright purchase and are looking to offer a variety of business options – from no-interest payment deals to hire and leasing.

And after the sale, or lease, has been agreed the follow-up in service and spare parts for the equipment has got to be exemplary. In this way we can secure repeat business.

Industry exhibitions. As manufacturers and suppliers we value our two main trade shows – BTME and IOG SALTEX – very highly. They are both at significant times of the year – with very different markets.

An outdoor show like SALTEX in September has a very wide remit for grounds managers with an extensive range of exhibitors taking part including those offering play equipment, nursery stock and heavy digging gear – with a demo area for all types of machinery, from chainsaws to trenchers.

But BTME in January is pitched just right for the sports turf market. Exhibitors and visitors can make an event of it, in a friendly environment, catching up with old colleagues in Harrogate to discuss the industry they love and the trials and delights of greenkeeping.

This business of large exhibitors deciding to do one show every other year is okay for them – but smaller companies want to do every single one as it is their livelihood.

The days of golf clubs being run by the old pals’ brigade have virtually disappeared and hard-nosed business people are keeping business coming into golf clubs in a variety of ways - from encouraging youngsters and families, catering for events and offering pay-and-play visitors genuine deals.

In Germany one golf course holds annual summer camps for more than 1,000 youngsters who spend their holiday learning to play golf – using the course’s facilities, and hopefully becoming future players and members. Golf clubs here must look at every opportunity to encourage the next generation of members – and keep their current membership happy, to make sure numbers do not dwindle when the annual subscription request comes round.

Tough times ahead but we must invest in the future

They have to be seen constantly by potential customers, and the contacts made at shows are vital for their survival. I don’t think the time will come when the shows will merge. And, in my opinion, that would not be to the advantage of either organisation – or the trade and visitors.

No one has to exhibit or attend, but those who want to can. I think it would be unfortunate if this choice was removed. I appreciate that the expense of shows can be very significant but we as exhibitors have to evaluate what it costs against the value of orders taken at the show or subsequently.

By exhibiting there is also the added benefit of keeping up with existing customers and contacts, as well as meeting and greeting prospective customers.

Each show has its own particular place in the scheme of things and in the calendar they are important events for the sports and amenity industry.

The way forward Although we have tough economic times ahead we must plan for the future and always be prepared to go that extra mile for our customers. That goes not only for machinery and product suppliers but for golf clubs themselves.

I have joined the ranks of other industry leaders by becoming a Chartered Director. I think this is a very important step in the recognition of the role our industry plays in the provision of a quality environment for the public.
I have been in this industry for more than 25 years and during that time have met countless greenkeepers at clubs, which are now facing increasing competition, and have to maintain the highest possible standards if they are to retain and attract new members.

In the early days it was a battle to get greenkeepers and groundsman the recognition they deserved, but all that is changing – and that is largely thanks to the work of organisations like BIGGA and the IOG through their excellent training and education programmes.

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Innovative ideas and new ways of thinking will need to be introduced to keep the golf industry moving forward.

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Times are changing and we must all change with them to survive.

By the way, did we mention …

no hydraulics.

Ransomes Jacobsen Ltd

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Driving Environmental Performance

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