

Marketing Yourself 101: Resumes and Interviews

When asked to write an article on mentoring Assistant Golf Professionals, I tried to think of a topic that would cover a wide variety of skillsets. There are no two Golf Professionals that are exactly alike, and all of us have a different capabilities. Some are great teachers or exceptional players, while others may have superb interpersonal skills or great managerial attributes. Regardless of your skillset or career path, it is important to make certain your resume is written to convey your strengths, while at the same time, remaining concise and humble. This goes hand in hand with your cover letter, which is typically the first impression an employer will have of a potential candidate. I have listed some of the more important aspects of your resume and cover letter, as well as some suggestions for a successful interview.

- Keep your resume as brief as possible, while conveying important aspects of your job responsibilities, AS WELL AS improvements that you were specifically responsible for implementing. Most all Assistant Golf professionals will have standard job descriptions, but few include specific programming/systems/improvements that they were responsible for implementing. Take notes each week with suggested improvements (i.e. new program/new system) you may have made in the golf operation, and at the end of the season update your resume with these accomplishments and the positive effect it had on the operation. If you can't think of any, start now. Speak with other Golf Professionals about successes they have had and see if it might have a positive effect on your operation. Discuss the proposed change with your Head Golf Professional, and if appropriate, put into action. If successful, you can add this to your resume to "stand out from the crowd" to help advance your career.
- When writing a cover letter, try to keep from repeating everything that is already listed in your resume. This may sound obvious, but the cover letter should convey why you are interested in the position, as well as a couple examples of why you think you are a qualified candidate for the job. Try to remain as humble as possible when doing so, as your cover letter does not want to give the impression you are bragging. Have others proof-read your cover letter to make sure it does not have any grammatical errors.
- Make sure all documentation lists the correct employer to which you are sending your resume and cover letter. I have had multiple instances where I have received a cover letter or resume with a different employers name or address on the document. These days, with our files on a thumb drive or in the cloud, we can inadvertently send a resume with the name of the last position applied for, or have the document titled as "Resume – XYZ Country Club" when it's being sent to "ABC Country Club". Be sure to review all documents thoroughly before pressing send, as this may lead to an adverse first impression.
- When interviewing, it goes without saying that as a PGA Golf Professional, or aspiring professional, you should arrive with a coat, tie, and slacks that have been pressed or ironed. This includes interviews that are conducted via Skype or Facetime. It's just one more example that shows you want to be seriously considered for the position.
- During your interview, be prepared to ask as many questions as you receive. All interviews should be a two-way street, as both parties are looking for the best fit. The last outcome either Professional wants is a new hire that will either be overwhelmed with their new position, or bored with lack of responsibilities. It is important to have continuity on your resume, and multiple changes in position over a short period of time can lead to an unfavorable impression.

- Whether or not you are an Assistant Golf Professional looking for your next Assistant position, or looking for your first Head Golf Professional job, be sure to have your Head Golf Professional or Director of Golf review your resume and cover letter. All of us are here to provide guidance to our Assistants, and give feedback to make them better professionals. We have looked at countless resumes, and can catch those mistakes that may prove detrimental to you getting your next job.
- If you are interviewing for a Head Golf Professional position, get your list of contacts ready to go! Interviewing for a Head Golf Professional or Director of Golf position is much like a political campaign. As we all know, the golf world is very small, and there is often only a degree or two of separation between the Selection Chair at a club looking for a Golf Professional, and one of your current or former members. This is where all those years of traveling and expanding your network will prove invaluable. The more members you have established relationships with, the better your chances are at taking the next step. My advice to you would be to get out from behind the counter or back office (we've all been there 😊) and develop as many relationships as possible with your members AND their guests. You never know when your next employer may be walking into your Golf Shop!!

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