



Bearwood Lakes 2024 Internship

Bearwood Lakes is an exclusive golf club for members and their personal guests to enjoy. The 18-hole championship golf course in Wokingham, Berkshire is set in 200 acres of beautiful grounds, with world class practice facilities and a stunning clubhouse.

The Bearwood Lakes Internship Programme was founded in 2020 to give opportunities to like-minded individuals who are passionate about pursuing a career in the golf industry. We provide a gateway into the industry and deliver extensive knowledge, creating transferrable skills that can be used throughout a career.





Job Description

Interns will endeavour to gain a wide range of experience across the golf operation. This will include working in the professional shop, outside services, golf events management and club fitting/coaching. This 12-week programme will provide regular movement through each department to gain a wealth of knowledge surrounding the whole operation. The start date is flexible, but with a busy season ahead an earlier start date is preferred.

Interns will have:

- A strong motivation to learn
- Good communication skills
- Computer literate, adaptability to learn new software programmes (Golf Genius, Jonas)
- Dedicated to providing excellent service standards
- Ability to work within fast-paced environments
- Good organisation skills and time management
- Basic knowledge of golf and etiquette required

To apply, please send your CV and covering letter to Billy Wise on b.wise@bearwoodlakes.co.uk



12-Week Internship Programme

A short overview of the different areas you will be working in.

Retail ▪ Tournament Control ▪ Golf Operations

Retail

You will be based in the Professional Shop. In this fast-paced environment, your main goal will be to provide an excellent customer experience, whilst processing sales and managing the tee sheet through the 'Jonas' software.

You will also:

- Enhance your brand/product knowledge through staff training, which is essential when trying to sell products by highlighting USP's.
- Develop excellent customer service skills.
- Learn effective merchandising techniques.
- Place orders to assist with stock management and meet customer needs.

Tournament Control

You will work alongside our Golf Events and Tournaments Coordinator. Learning all about the planning and set up of member competitions and golf days and familiarising yourself with 'Golf Genius', the events software we use.

Other skills you will learn/develop:

- Understanding the WHS handicap system.
- Understanding new competition formats and scoring.
- Effective communication with golf day customers/organisers.



12-Week Internship Programme

Golf Operations

You will spend time assisting the operations team, this includes:

- Preparing member's bags and trolleys who are playing that day
- Buggy fleet management and set up
- Driving range and shoe store maintenance
- Starter duties

During the summer months large member events and member hosted golf days are frequently held which gives more responsibilities to the Golf Operations team, this includes:

- Event set up
- On course player assistance
- Golf Concierge

Additional Information

- During your time working across the different roles, you will have the opportunity to shadow lessons and custom fittings of our PGA Professionals to enhance your own knowledge. Depending on your PGA status, you may be able to conduct your own custom fittings using Trackman in our state-of-the-art Mizuno Fitting centre and help plan and carry out some grouped junior coaching.
- You are encouraged to play golf with members outside of your shift times.
- You will be given the opportunity to play golf elsewhere at other prestigious clubs. This will give you an insight into how different clubs operate successfully and some ideas how we can improve our operation at Bearwood Lakes.



Previous Intern Feedback

2022 – Student from University Of Birmingham – Applied Golf Management Studies

"My time at Bearwood Lakes was the perfect opportunity to improve my skillset on and off the course after an academic year of studying. The culture within the team created a great atmosphere which didn't compromise work ethic and productivity, this was shown from the start, as everyone was very welcoming. The team were very encouraging even when mistakes were made, keeping me patient and focused. Mistake mitigation and reduction was apparent, as fellow members of staff were always close by for my first 2 weeks; this was appreciated as I adapted to the new environment and technology.

Personally, I developed and learnt the most through observing more experienced members of staff, as standards never wavered or dropped (even on the longer shifts) in regard to; attire, punctuality and the pleasantries towards members. It wasn't just me that was learning, many seemed to want to develop as an individual through listening and asking questions to others, this shows an aspirational intern the mindset that there is always something to learn. Valuable advice was passed down to me directly, especially from a customer experience and interactions standpoint, where constructive feedback allowed me to make progress in key areas. Overall, Bearwood Lakes is the ultimate internship for someone with the correct attitude to develop and progress themselves in the golfing industry."



Previous Intern Feedback

2023 – Student from University of Highlands & Islands - Professional Golf

"The Bearwood Lakes internship was a great way for me to develop and improve my skills and knowledge in the golfing industry, this experience provided me with a wide range of opportunities to benefit my future career. During my time at Bearwood Lakes, I got to work alongside a well-structured and friendly team who helped me have the best possible experience during my internship. Throughout my time at Bearwood Lakes, I got to experience all parts of the operation from, pro shop work, assistance with tournament control and set up, golf operations, concierge, as well as shadowing coaching and fitting sessions from some great coaches. Overall, my time at Bearwood Lakes was an unforgettable experience and would recommend to anyone who is looking to further their golfing career at one of the best golf clubs in the country."