Director of Racquets
Hatfield Rally House

The Director of Racquets (DOR) at Hatfield Rally House (HRH) will lead an elite, indoor, year-round operation at one of the most complete racquet facilities in all of New England. HRH requires a positive, energetic, experienced director who will create a racquets program that is known throughout western Massachusetts and beyond. The successful candidate will be an exceptional teaching professional and racquets leader who will create long-lasting relationships with the members, fellow instructors, management and ownership.

About the Club

Founded in early 2026, Hatfield Rally House is a state-of-the-art, newly constructed racquets facility. Located in the foothills of the Berkshires in Western Massachusetts, the town of Hatfield lies just outside the college towns of Amherst (Amherst College and UMASS), Hadley (Holyoke College), Northampton (Smith College) and Springfield (Springfield College). Comprised of 4 dedicated full, indoor tennis courts and 8 indoor pickleball courts, Hatfield Rally House prides itself on community and inclusivity. Racquets is the focal point and center of the community of this incredible facility, which also houses a café, racquet stringing and repair services, and elegant lounges along with incredibly modern event spaces.

With a nod toward the past traditions of tennis and the growing popularity of pickleball, HRH has been designed with the member/player in mind throughout the design and construction. Eight pickleball courts, all fenced separately with chest-high fences lined with sound-deadening partitions and four indoor tennis courts with fencing and windscreens as would be seen on outdoor courts, all have modern, up lit lighting, heating, and full air movement fans. A grand, well-designed, two-level lounge area lies in the center of the club, between the tennis and pickleball courts, and provides the central point for the racquets community.

Hatfield Rally House website: www.hatfieldrallyhouse.com

Memberships: 918
Employees: 22
Racquets Teaching Staff: 7
Projected Start Date: February 1, 2027
Facility: 8 exceptional Pickleball and 4 dedicated Tennis Courts
POS and Accounting System: Court Reserve

Position Profile

The DOR will lead and oversee HRH's year-round tennis and pickleball programs, including instruction, programming, calendar development, staff development, administration, and pro shop services. This highly visible position requires an accomplished teaching professional who is equally effective as a leader, organizer, and relationship builder. The successful candidate must relate with members and players of all ages and abilities, recruit and mentor outstanding professionals, and maintain the community, the characteristic so valued by the owners of HRH, through inclusivity and energetic welcoming of all members.

The Director will build a tennis program that gives juniors and adults a clear path to develop, compete, and stay engaged, while growing a pickleball community through welcoming social play, leagues, events, and instruction. This is a visible, on-court leadership role for a professional who can teach across skill levels, build relationships with members, and develop a staff that takes responsibility for the success of its programs.

Reporting directly to the owner of HRH, and in coordination with present management, the DOR will administer the policies, procedures, and programs of HRH relating to both tennis and pickleball. The general roles and responsibilities of the DOR will be to deliver a range of services to members customarily provided by a USTA Coaching Professional, or a Master or Elite RSPA/PTR professional. These services will include, but will not be limited to:

Leadership

- Be a passionate ambassador for tennis and pickleball and require the same of staff members.
- Supervise, lead, and mentor all teaching professionals, seasonal staff, and coordinate with front desk staff and management.
- Ensure consistent, ethical, efficient, and seamless daily operation of club-wide racquet operations while providing best-in-class service to members and guests with an environment that reflects the values of HRH.
- Oversee departmental programs and services to meet or exceed member satisfaction.
- Recruit, select, develop, and mentor high-quality seasonal and year-round teaching professionals who complement the HRH's communal and inclusive culture, uphold its standards of excellence, and deliver engaging, personalized instruction that enhances the member experience and fosters lasting relationships with HRH.

- Be visible and approachable at all times, both on-court and around the facility.

Programming

- Create a thorough, complete, comprehensive and facility-wide calendar of programming and instruction to include social, competitive, and instructional programming for all levels.
- Supervise and teach private lessons, clinics, and all on-court programming.
- Organize, schedule, and manage tournaments, tennis and pickleball leagues and ladders, round robins, social events, and other racquets-related activities and operations to maximize members' usage and create new revenue streams.
- Provide organizational and structural support for adult, junior and college team practice and play.
- Create additional opportunities for informal and organized member play, including social mixers, matchmaking, and activities that encourage participation across all skill levels.

Administration

- Oversee department POS operations to publicize the calendar of programming and events while also ensuring member billing and accurate sales/activity reports.
- Conduct a weekly teaching staff management meeting and attend the weekly front desk management meeting, held by the Director of Operations.
- Create and send communications across various platforms to include Court Reserve, pushes, texting, email, promotional items and event results for HRH's website, bulletins, and leaflets.
- Communicate regularly to membership and answer all direct communications within 24 hours.
- Manage all staff scheduling across clinics, lessons, social events, and competitive opportunities.
- Establish efficient administrative procedures and organizational systems that ensure a seamless member experience at HRH.
- Solid understanding of technology and POS systems, especially Court Reserve.
- Enforce all HRH Rules and Regulations governing use of the facilities, safety, equipment, dress code, and sportsmanship as set forth by HRH.
- Oversee monthly financial performance and bi-monthly payroll management.

Operations

- Responsible for working in coordination with the General Manager/Owner.
- Provide statistics, both on court usage and revenue, to create the correct balance of programming, contract court time, competitive and social events.
- Ensure HRH is operating a high-quality merchandise and member-friendly retail operation, ensuring all product expectations are met.
- Supervise racquet repair and stringing operations.
- Help management and ownership to prepare the annual budget, with a focus on teaching staff, payroll, revenue streams and operational efficiencies.

Instruction

- Develop and implement an inclusive teaching philosophy with methods that embraces HRH's love for community and inclusivity.
- Incorporate standardized teaching methodologies as appropriate.
- Provide an appropriate amount of private and group lessons to both adults and children; oversee lessons taught by all professionals.
- Develop and implement a high-level and respected junior program, including a summer camp across tennis, pickleball, spec and typti tennis, that meets the demand of all junior abilities. Program should be comprehensive, creative, and innovative for all levels of junior play.
- Play tennis and pickleball and provide instruction to members of varying skill levels to encourage skill development and relationship building.

Qualifications

- Minimum 2+ years as a Director of Racquets at an elite private club, well-known resort or has managed a successful indoor facility. An exceptional Head Professional from top-performing programs will be considered.
- Strong playing and teaching experience in both tennis and pickleball.
- Proven leader who recruits, develops, mentors, and retains high-performing staff members.
- Highly strong and proven experience in creating a dynamic calendar of events and program with demonstrated success creating and growing racquets adult and junior programming, events, and leagues across both tennis and pickleball.
- Proven and strong relationships with club management or ownership in previous roles.

- Innovative and entrepreneurial mindset balanced with respect for HRH's culture of community.
- Hard-working and diligent with an attention to detail to provide "best-in-class" member service.
- Demonstrated maturity, confidence, discretion and the ability to understand feedback while working with a large, vocal membership, year-round.
- Member-centric professional with exceptional hospitality, communication, and relationship-building skills.
- Strong operational, organizational, and time-management capabilities.
- Effective public speaker with outstanding written and verbal communication skills
- Experience running junior programs at all levels along with summer camp management.
- Skilled problem solver with a record of improving member experiences and operational effectiveness.
- Availability to work weekends and long hours during busy holiday and event weekends.
- Possess a high level of proficiency in both playing at a 5.0 level or higher and teaching tennis.
- CPR/AED certified (or willingness to get certified).

Educational and Certification Requirements

- University or college degree preferred.
- USTA Coaching/RSPA/PTR/PPR or equivalent certification for both tennis and pickleball.

Compensation and Benefits

Base Salary: $65,000 to $75,000 per annum commensurate with experience.
Commission: Excellent percentage of private lessons and hourly rate for clinic instruction.
Bonus Structure: In line with this dynamic position, Hatfield Rally House has a broad-based bonus structure based on facility-wide revenues and court usage.
Benefits include but are not limited to:

- Professional association dues
- Continuing education allowance
- Paid time off

Application Procedures

Interested candidates should submit a current resume and compelling cover letter outlining their relevant experience, leadership philosophy, alignment with the traditions, culture and expectations of Hatfield Rally House and its racquets program. Completed resume packets should be sent to the email below as soon as possible but no later than Thursday, December 3, 2026.

The cover letter and resume should be addressed to Edward Shanaphy, Search Consultant, Beyond The Baselines

Please save the documents using the following file-naming format:

- Resume: Last name, First name - Resume
- Cover Letter: Last name, First name - Cover Letter

Please email to: consultants@beyondthebaselines.com. No phone calls will be accepted.

About Beyond The Baselines | SBW Associates, Inc

Beyond The Baselines, the club consulting practice of SBW Associates, Inc., partners with private clubs, racquets facilities, and boutique hotels on executive search, club management, and governance. Founded in 2008, the firm brings almost two decades of hands-on operating experience to its searches. Its team manages racquets programs and hires more than 20 professionals annually for the clubs it serves. Recent search engagements include Christmas Cove Improvement Association (South Bristol, ME), Arrowhead at Vail (Edwards, CO), The Beach Club (Palm Beach, FL), Wianno Club (Osterville, MA), The Boulevard Tennis and Padel Club (Vero Beach, FL) and East Chop Tennis Club (Martha's Vineyard, MA). Beyond The Baselines is leading the Director of Racquets search on behalf of Hatfield Rally House. Learn more at BeyondTheBaselines.com.

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