



Carolinas Golf Association Notice of Employment

Position: Manager of Communications

Start Date: Immediate

Job Summary: Reporting to the Director of Communications & Marketing, the Manager of Communications will be responsible for the communications efforts of the CGA, serving as the primary point of contact for tournament media relations. This individual has a range of responsibilities, which include: writing, editing, archiving, webpage management, graphic design, video production, social media management, proactive media pitching and the facilitation of interview requests.

Responsibilities:

- Assists with the development of comprehensive communications plan that supports the mission and vision of the CGA.
- Responsible for written communication for the CGA/affiliated events which may include press releases, previews, player/host club storylines, daily recaps, summaries and results. Coverage also includes posting to website and social media and distribution to local/regional media.
- Assist with content for the CGA, Tarheel Youth Golf Association and Carolinas Golf Hall of Fame website. Edit/build website pages and structure; serve as a go to resource on the team for the website and help educate the staff on website processes and infrastructure.
- Optimizes content for social media channels, including Facebook, Instagram, Twitter, and YouTube for the CGA's online presence.

- Guides and supports all departments in their efforts to enhance their content for social media and digital distribution.
- Monitors social media analytics and insights to lead future content production.
- Collaborates with the team to generate, edit, publish and share engaging content daily.
- Manages CGA photo and video archives.
- Shoot, edit, and package features, highlights, and interviews which showcase events and the membership experience at the CGA.
- Facilitates media requests with local, regional, national and niche media and social media influencers.
- Communicates with followers, respond to queries and monitor constituent sentiment.
- Coordinate with various departments (Tournament Operations, CGF, GHIN Services) on the distribution of information for the membership.
- Collaborate with departments to identify new sources of content.
- Assist with special projects as assigned by the Director of Marketing and Communications.

Job Qualifications:

- Strong written, verbal, and public relations skills to effectively communicate the CGA's message
- The ability to interact positively with the CGA staff, players, host club staff, and local press contacts
- Ability/willingness to travel to events
- Expert in Adobe Creative Suite and Microsoft Office Products
- Expert in Social Media Platforms (Facebook, Twitter, Instagram, etc.)
- Graphic design and/or multimedia storytelling and editing experience (Premier, Photoshop, After Effects, etc.)
- Possess a strong work ethic/organizational skills and manage a series of projects with multiple teams/groups
- Experience with Content Management Systems and HTML/CSS

- Understanding of, and commitment to the goals and philosophy of the CGA

Compensation: \$32,000 - \$35,000 (based on experience and education)

Benefits:

- Covered company HSA health plan, dental, life and disability insurance
- SEP retirement
- Paid vacation and holidays
- Use of company vehicles for business-related travel
- Approximate total package annual value (with salary) \$50,000 - \$55,000

Application Deadline: Open Until Filled

To Apply: Please email your cover letter and resume to Madison.Balfe@CarolinasGolf.org with “Manager of Communications” in the subject line.

About the Carolinas Golf Association: Founded in 1909, the Carolinas Golf Association is an organization of 700+ member clubs representing 150,000 golfers in North and South Carolina.

Carolinas Golf Association
140 Ridge Road
Southern Pines, N.C. 28387
(910) 673-1000
www.CarolinasGolf.org