



# Carolinan Golf Association

140 Ridge Road | Southern Pines, NC | 28387

Phone: 910-673-1000 | Fax: 910-673-1001

E-mail: [careers@carolinangolf.org](mailto:careers@carolinangolf.org) | Web: [www.carolinangolf.org](http://www.carolinangolf.org)

## Employment Opportunity

The Carolinas Golf Association (CGA), founded in 1909 and headquartered at Carolinas Golf House at Pine Needles in Southern Pines, North Carolina, is a 501(c)(3) not-for-profit organization dedicated to Connect, Grow, and Administer the game of golf across North and South Carolina. As the governing body for amateur golf in the Carolinas and the official Allied Golf Association (AGA) of the United States Golf Association (USGA), the CGA carries forward a proud tradition of golf advocacy, competition, and education. Today, the Association serves more than 238,000 members and 700-member clubs and conducts over 350 tournaments annually throughout the region.

**Position:** Manager of Communications (Full-time, Exempt)

**Reporting Relationship:** This position reports to the Director of Media and Marketing

**Start Date:** Mid-January 2026 (flexible)

**Position Summary:** The Manager of Communications plays a key role in developing and executing the CGA's storytelling and digital communications strategy. This position focuses on producing lifestyle and general-interest content that reflects the spirit of golf across the Carolinas, enhances engagement among members and clubs, and elevates the CGA brand across digital, print, and social channels.

### Responsibilities and Requirements

- Develop and implement comprehensive communication strategies that support the CGA's mission of community, growth, and access.
- Produce digital storytelling through social media, video, photography, and written content that highlights members, clubs, and CGA initiatives.
- Plan, produce and edit multimedia content including features, interviews, short-form videos, and lifestyle stories.
- Manage the CGA's social media accounts (Facebook, Instagram, X, YouTube, LinkedIn), including content creation, posting schedules, engagement and analytics.
- Collaborate with staff to identify and share compelling stories from across the Carolinas Golf Community.
- Create original graphics, short videos and visual assets to promote CGA championships, programs and philanthropic initiatives such as the Carolinas Golf Foundation and Youth on Course.
- Support email marketing campaigns and web content development in collaboration with the marketing team.
- Serve as an on-site content creator for select CGA events, capturing and packaging highlights, interviews and social clips.
- Manage CGA photo and video archives, ensuring consistent branding and easy access for future use.
- Monitor analytics and trends across digital and social channels to inform strategy and optimize engagement.
- Collaborate with partners and sponsors on co-branded content opportunities.
- Assist with special projects and campaigns assigned by the Director of Media and Marketing.

## **Qualifications**

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or related field.
- Strong written, verbal and interpersonal communication skills with the ability to adapt tone and style for various audiences.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro; After Effects preferred).
- Demonstrated experience in video editing, short-form video storytelling and social-first content creation.
- Proven success managing brand social media accounts and creating content that drives engagement and growth.
- Experience with Content Management Systems (CMS) and familiarity with basic HTML/CSS.
- Strong photography and visual composition skills.
- Highly organized, detail-oriented and capable of managing multiple projects simultaneously.
- Willingness to travel to events and work occasional weekends.
- A passion for golf and an understanding of the CGA's mission and culture.
- Lifting and transport equipment up to 50 pounds.
- Must be able to operate a vehicle with a valid driver's license and a golf cart.
- Ability to work in the Pinehurst/Southern Pines, NC area.

## **Work Schedule**

- Monday to Friday, 8:30 am-5:00 pm, with some nights and weekends required for meetings and special events
- Opportunity for some remote work based upon current company policy.

## **Travel**

- This position requires some out-of-town and overnight travel.

## **Supervisory Responsibility**

- This position serves under the Director of Media & Marketing in the organizational hierarchy. This position will assist in managing and training a team of department interns.

## **Compensation & Benefits**

- Total compensation package valued at >\$62,000 based on experience and qualifications.
- CGA paid health plan, dental, life, vision, and disability insurance. Family coverage available at additional cost.
- Health Savings Account.
- SEP-IRA retirement plan with employer-provided funding after the first year of vesting.
- Paid vacation, holidays and comp time.
- Use of company vehicle fleet for work-related travel.

This description is a summary only and describes the general level of work being performed; it is not intended to be all-inclusive. The duties of this position may change from time to time and/or based on business needs. CGA reserves the right to add or delete duties and responsibilities at the association's discretion. CGA is an equal opportunity employer.

## **To Apply:**

Please send a PDF with a cover letter and resume with "Manager of Communications" in the subject line to [careers@carolinasgolf.org](mailto:careers@carolinasgolf.org). Applications will be accepted until the position is filled.

*For more information about the Carolinas Golf Association, please visit [carolinasgolf.org](http://carolinasgolf.org).*