



Carolinan Golf Association Notice of Employment

Position: Assistant Director of Communications

Apply by: Open Until Filled

To Apply: Please email your cover letter and resume to Madison.Balfe@CarolinanGolf.org with "Assistant Director of Communications" in the subject line.

Start Date: Immediate

Job Summary: Reporting to the Director of Marketing and Communications, the Assistant Director of Communications will be responsible for the communications efforts of the Carolinas Golf Association (CGA) and the Tarheel Youth Golf Association (TYGA), serving as the primary point of contact for tournament media relations. This individual will collaborate with the Director of Rules & Competitions, Director of Women's Golf and Director of Junior Golf to accomplish the communications and media goals for CGA and TYGA tournaments. This individual will take the lead on tournament coverage and management as well as social media management. These responsibilities require graphic design, photography, photo editing, videography, video editing, writing, and proactive media pitching skills.

Responsibilities:

- Assists with the development of a comprehensive communication plan that supports the mission and vision of the CGA and TYGA.
- Responsible for content creation and management of the CGA's Instagram, Twitter, Facebook, YouTube and Tiktok accounts.

- Assists in content creation and social media management for the TYGA's Instagram, Twitter and Facebook as well as the Youth on Course Carolinas (YOCC) Twitter account.
- Tracks the analytics and insights for the social sites to grow the CGA and TYGA following.
- Communicates with followers, respond to queries and monitor constituent sentiment.
- Shoot, edit, and package features, highlights, and interviews which showcase events and the membership experience at the CGA and TYGA.
- Assists in the development of a tournament coverage and social coverage calendar for the communications department and communications interns.
- Assists in the training of the summer communication interns and is the main point of contact for the interns with tournament coverage related questions.
- Serves as the main point of contact between the Communications Department and Tournament Department on tournament coverage related questions.
- Assists Tournament Department in creation and distribution of tournament marketing and promotional materials.
- Responsible for coordinating and/or implementing remote coverage of 10 to 15 events per year.
 - Remote coverage includes: working with the onsite tournament operations team to capture content onsite for you to post on social offsite, creating graphic content, formulating interview questions for the onsite tournament operations team to record in an interview, and writing a final round recap of the event.
- Responsible for coordinating onsite coverage of 50 to 55 events per year.
 - Facilitates and coordinates intern and staff media coverage of all CGA/TYGA championships and programs, as required.
 - Responsible for traveling to and providing coverage for multiple events per year, totaling 80+ travel days per year.
 - Onsite coverage includes: photography, videography, drone work, creating engaging graphics for stories and social posts, social media management, player and host site staff interviews, and writing a final round recap of the event.

- Responsible for written communication for the CGA/affiliated events which include press releases, player/host club storylines, final recaps, summaries and results.
- Coverage also includes posting to website and social media and distribution to local/regional media.
- Assists with content for the CGA, TYGA and Carolinas Golf Hall of Fame websites.
- Assists with content for the Carolinas Golf Magazine.
- Weekly updating of the website's leaderboard page, graphics on the schedule pages and all-time CGA champions document.
- Annual updating and archiving of the CGA history pages.
- Manages CGA photo and video archives.
- Facilitates media requests with local, regional, national and niche media and social media influencers.
- Coordinate with various departments (Tournament Operations, Carolinas Golf Foundation, GHIN Services) on the distribution of information for the membership.
- Collaborate with departments to identify new sources of content.
- Assists 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 approximately 80 days per year
- Strong Adobe Creative Suite experience
- Expert in Social Media Platforms (Facebook, Twitter, Instagram, Tiktok, YouTube etc.)
- Graphic design, multimedia storytelling and editing experience (Premier, Photoshop, After Effects, Canva, 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: \$35,000 to \$40,000 (based on experience and education)

Compensation and Benefits:

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

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About the Carolinas Golf Association: Founded in 1909, the Carolinas Golf Association is an organization of 700+ member clubs representing 170,000 golfers in North and South Carolina.

Carolinas Golf Association

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www.CarolinasGolf.org