



Position Available: Director of Communications & Marketing (Position Open Until Filled)

ABOUT THE CAROLINAS GOLF ASSOCIATION

- ❑ The Carolinas Golf Association is a non-profit service organization that was formed in 1909 to conduct championships and tournaments for amateur golfers in North and South Carolina, administer the USGA handicap system in the Carolinas, and support its membership of more than 148,000 golfers in the CGA's 700 member clubs and associations.

JOB SUMMARY

- ❑ The CGA's Director of Communications & Marketing is responsible for the Association's communications, including press releases, web content publication, social media, marketing e-blasts, graphic design, photography and video production/editing, and serves as Executive Publisher of *Carolinan Golf Magazine*. The position also develops the Association's marketing, sponsorship, and advertising plans.
- ❑ Position is based out of Carolinas Golf House in Southern Pines, NC
- ❑ Reports to the Executive Director

QUALIFICATIONS

- ❑ Strong written, verbal, and public relations skills to effectively communicate the CGA's message
- ❑ Must be organized, detailed, and possess good project management skills
- ❑ Must have the ability to interact positively with the CGA staff, players, host club staff, and volunteers
- ❑ Ability/willingness to travel to events
- ❑ Previous experience creating content for and managing social media platforms
- ❑ Bachelor's degree (Marketing, Journalism, Public Relations, Communications) and/or two to four years related communications/marketing experience
- ❑ Passion for the game of golf is preferred

RECOMMENDED COMPUTER SKILLS

- ❑ Microsoft Office (Word, Access, Excel, PowerPoint, Outlook)
- ❑ Experience with golf tournament management software (TPP, USGA TM/Golf Genius)
- ❑ Basic knowledge of HTML/CSS
- ❑ Experience with email marketing software (Mail Chimp, Constant Contact)
- ❑ Experience with Adobe Creative Suite (Photoshop, Premiere Pro, and Illustrator)

ESSENTIAL DUTIES & RESPONSIBILITIES (other duties may be assigned)

- ❑ Administer CGA's social media feeds
- ❑ Executive Publisher of *Carolinan Golf Magazine*
- ❑ Manage CGA & Tarheel Youth Golf Association website content
- ❑ Distribute press releases to media & serve as media liaison
- ❑ Produce annual CGA digital yearbook
- ❑ Manage CGA photo and video archives
- ❑ Supervise CGA Tournament Communications interns
- ❑ Direct the sale of digital and print advertising that align with the values of the CGA brand
- ❑ Oversee CGA member trips
- ❑ Coordinate CGA Member Advantage program
- ❑ Create marketing materials for CGA initiatives
- ❑ Administer the Carolinas Golf Hall of Fame and assist with other fundraiser outings
- ❑ Assist with CGA Golf Night and other tasks as instructed by Executive Director

BENEFITS

- ❑ Covered company HSA health plan, dental, life and disability insurance
- ❑ SEP-IRA retirement plan
- ❑ Paid vacation, holidays, and sick leave
- ❑ Salary: +/- \$40,000
- ❑ Total package worth approximately \$58,000

Please send cover letter, resume, and references to Jack Nance at jack.nance@carolinangolf.org