



Job Description
Program & Marketing Director-Montgomery County

Chapter Overview

The First Tee of Greater Washington, DC is one Chapter of a national/international non-profit youth initiative called The First Tee. The First Tee was created in 1997 by the World Golf Foundation to provide young people of all ethnic and economic backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity and sportsmanship. By engaging young people in a combination of life skills, leadership and golf activities, they also are exposed to positive traits that will help them achieve success in life. In the process, participants become valuable assets to their community. The First Tee Life Skills & Golf Experience is the unique component that sets The First Tee apart from many other successful junior golf programs.

Mission Statement

To impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

Reports to

The First Tee Program & Marketing Director-Montgomery County reports to the Senior Program Director and the Executive Director.

Supervises

The First Tee Program & Marketing Director supervises and provides oversight to personnel and programs in Montgomery County.

Employment Status

Full time, Exempt

Job Summary

The First Tee Program & Marketing Director provides leadership to program and curriculum development, planning, and promoting instruction in accordance with The First Tee Life Skills and Golf Experience. The Director is responsible for the supervision of daily golf operations in Montgomery County, including policy implementation and volunteer management, course access, and ensuring safety of all programs operated by The First Tee of Greater Washington, DC. The Director will enhance and promote The

First Tee of Greater Washington, DC's brand and programs throughout the area, with a focus on the Montgomery County area.

Duties and Responsibilities

Programming:

- Must become proficient in the TARGET & DRIVE programming and the delivery of PLAYer, Par, Birdie and Eagle modules
- Administer PLAYer, Par, Birdie and Eagle Programming at designated Program Locations
- Aid in registration and scheduling of golf course programming and special events
- Aid in writing lesson plans for golf course programming
- Aid in tracking participants' information through internal tracking tools and The First Tee National Database
- Aid the chapter's retention goal of increasing the retention percentage each year
- Aid in the chapter's progression plan to maintain participants through the certification levels
- Attend and provide reports, insight, and ideas to quarterly Montgomery County Committee Meetings
- Provide oversight to Program locations, including performing monthly site visits.
- Perform seasonal coach observations in Montgomery County and provide reports to Senior Program Director.
- Maintain, post, and submit accurate records for participants to The First Tee Home Office
- Administer testing and certification for The First Tee Life Skills and Golf Experience
- Aid in the administration of parent orientations
- Aid in the creation and implementation of off-season programs
- Provide a safe environment
- Encourage upper level youth to participate in tournament opportunities
- Make available additional private lessons for participants and family members
- As appropriate, create and implement off-season and supplemental programs
- Satisfy equipment needs for the programs

Marketing:

- Create a marketing plan to raise awareness and increase registration base across all Montgomery County Program Locations.
- Work closely with Executive Director on creating Chapter marketing materials including, but not limited to Montgomery County Promotional and Event signage.
- Create promotional brochures and materials to increase brand awareness Montgomery County Program Locations

- Work closely with Executive Director and each Program Location on holding annual Fundraiser, yielding an increase of donor generated revenue.
- Aid in the creation of communication materials and newsletters for donors and stakeholders.
- Attend and provide insight and ideas at Marketing and Communications Committee Meetings.

Montgomery County Community Outreach (TARGET, DRIVE & National School Programming):

- Aid in the increase of TARGET, DRIVE & National School Program (NSP) partnerships within Montgomery County
- Monitor and ensure DRIVE & NSP curriculum is being delivered to The First Tee national standards
- Schedule and perform TARGET Outreach programming with Montgomery County youth program partners
- Market Montgomery County Program Locations and aid in the transfer of participants from Outreach Programs to Certifying Program Locations

Miscellaneous Responsibilities:

- Assist in adhering to the operating budget
- Report program operations, coach observation results, and information to the Senior Program Director
- Aid in the coordination of our Boys and Girls Club partnership in Montgomery County
- Represent the Chapter to the community and aid in fundraising, marketing, public relations and communication efforts
- Participate in golf shows and tournaments
- Network with other Chapter colleagues and exchange best practice ideas
- Aid in the chapter's equipment donation program - 2nd Swing

Preferred Qualifications

- Bachelors Degree in the areas of sports administration, education, recreation or related field
- Demonstrate exceptional communication, fiscal management and managerial skills
- PGA or LPGA Member or Apprentice
- Experience in identifying and managing volunteers
- Charismatic, personable, and motivational in working with youth
- Able to travel to attend Academies, Regional and Annual Meetings and training sessions
- Able to carry large equipment

Contact Information	
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To apply for this position, please email your resume, along with cover letter, and three (3) professional references to the address above.	