



COMMUNICATIONS AND MARKETING MANAGER

Overview

The mission of The First Tee of the Sandhills is to positively 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.

Job Description

The Communications and Marketing Manager will be tasked with creating, implementing and overseeing the execution of an effective public relations campaign for The First Tee of the Sandhills that grows awareness, youth participation, and volunteer involvement while driving new individual and corporate donor dollars. This individual will need to perform a variety of tasks, including the creation and development of print and online advertising, email marketing, website management and content development, increased social media presence, and press releases – all that will passionately tell our story on a cost efficient marketing budget.

The person in this role will have the opportunity to develop task force(s) and committees of community volunteers to aid and support the chapter's mission through communications and marketing needs. This person reports to the Executive Director.

Essential Functions

In addition to the areas highlighted in the overall job description, the Communications and Marketing Manager will:

- Develop media partnerships with local outlets that allow for free or reduced cost marketing through their brands
- Provide annual updates to collateral: event flyers, fundraising materials, volunteer initiatives, website ++
- Effectively track marketing budgets by area of focus (Programs, Volunteers, Fundraising)
- Effectively pair area of focus with style of communication and marketing process (traditional vs. digital)
- Ensure that partners are appropriately acknowledged through contracted outlets: website, flyers, ads ++
- Bring awareness to the organization through booking speaking opportunities for Executive Director, Program Director, Board of Directors, Lead Coaches and key participants
- Assist with review and editing of National Participant applications
- Assist in creating and promoting new events for youth and their families, as well as fundraising ideas
- Search engine optimization including Google Ad Grants
- Work with graphic design agency on layout and design of major projects

The First Tee of the Sandhills is comprised of three essential components: Volunteers, Participants, and Donors. Each community carries its own unique goals, requiring customized messaging, handling, and budgeting. It is essential that individualized and comprehensive tracking and analysis be conducted for each of these three segments, from funds expended to people reached to money raised and more. It is the responsibility of the Communications and Marketing Manager to sustain, involve and grow our volunteers and our participants and their families, and to increase community awareness and cultivate donors through the following, and other to-be-determined, activities:

- Develop templates for newsletters targeted for each of volunteer, participants, and donors components (via email)
- Recruitment materials – flyer and/or brochure, PSA (radio/web/video)
- Existing event plugins – where to get the word out face to face
- Website updates
- Targeted social media campaign messages
- General flyers and/or brochures – content appropriate for introductions, community distribution, etc.

Qualifications:

Basic – HS Graduate, 3+ years of experience in field, including internships

Preferred – Demonstrated successful experience with the following personal and technical skills:

Personal Skills

- Developing schedules and maintaining deadlines
- Organizing, planning and project management
- Strong analytical and communication abilities
- Writing, editing, proofreading, layout and design, and professional printing/publishing, including ability to present concepts verbally

Technical Skills

- Search engine optimization
- Social media platforms and marketing campaigns
- Microsoft platforms including Excel, Word, Powerpoint
- Blackbaud Digital tools or similar products
- WordPress
- Photo editor tools

Position Criteria

This position requires an individual to be a self-starter with an entrepreneurial marketing mindset; to express thoughts on how to achieve an end-result and bring opportunities for fulfillment to the table; to embrace a constantly growing and changing organizational standard of success; and be a team player who lives the core values of the organization by example.

Position Location: Sandhills area of North Carolina

Position Type: Full-Time Salaried

Salary/Wage: Commensurate with Experience

Applications will be accepted on an ongoing basis until a candidate has been identified. To apply for this position, please submit your cover letter and resume to:

Courtney Stiles

Executive Director – The First Tee of the Sandhills

cstiles@thefirstteesandhills.org