



Director of Instruction

The First Tee of Greater Richmond is one chapter of an international non-profit youth development organization, 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, Responsibility and Sportsmanship. By engaging young people in a combination of life skills, leadership, and golf activities, youth are also exposed to positive traits that will help them achieve success in life.

The First Tee Life Skills Experience is the unique component that sets The First Tee apart from other junior golf and youth development programs. In 2017, The First Tee of Greater Richmond reached over 80,000 area youth through three primary programs: The First Tee Life Skills Experience, The First Tee National School Program, and collaborative community partnerships with other youth serving organizations.

Vision: To strengthen the character of our community.

Mission: 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.

Reporting to: Senior VP of Operations

Job Description: The First Tee of Greater Richmond seeks a self-motivated, collaborative, and enthusiastic leader to guide and coach young people to become committed, active golfers and responsible and confident future citizens. The organization is looking for an experienced leader and mentor to positively impact the lives of young people through The First Tee Golf and Life Skills Experience using The First Tee coaching philosophy. The Director of Instruction will be responsible for the development of part-time and volunteer coaches and ensuring chapter compliance under The First Tee program requirements. Above all, the Director of Instruction will consistently provide excellence to all participants, parents, volunteers, and co-workers in a manner that reflects The First Tee Nine Core Values.

Roles and Responsibilities for the Director of Instruction:

- Inspire, lead, and coach The First Tee Life Skills Experience utilizing The First Tee methodology and curriculum to help young people become responsible future citizens and committed, active golfers.
 - The Director of Instruction should become proficient in the delivery The First Tee Life Skills Experience program and Operation 36 as needed.
- Responsible for the vision and development of The First Tee Life Skills Experience program curriculums, including lesson plans, program designs, and coach training.



- Develop and assist with delivery of on-site school programs, field trips, and other community programs
- Assist with the implementation and tracking of the certification process under The First Tee Life Skills Experience. Collaborate with the Program Coordinator to relay all participant certification information and feedback/areas of improvement to parents/guardians.
- Responsible for attending community events to help market and share The First Tee program in the Greater Richmond region.
- Recruit, train, and mentor part-time coaches and volunteers to deliver The First Tee Life Skills Experience program. The Director of Instruction will lead these coaches to deliver The First Tee program.
- Responsible for the on-ground implementation of program-related policies and procedures including but not limited to: class safety, equipment organization, execution of lesson plan policies, etc.
- Manage program resources and coordination at the facilities, enabling a seamless, collaborative operation between program and public usage. Provide equipment and other resource plans in a timely manner.
- Maintain professional expertise through related courses and learning opportunities in golf training, player development, and management.
- Provide the Program Coordinator with all necessary participant information such as attendance records, certification levels, and outreach participant data.

Education, Skills, and Traits:

- Bachelor's degree required
- Class A PGA of America or LPGA T&CP Member preferred but not required
- Track record of working collaboratively in a team environment a must
- Leader and role model to convey The First Tee of Greater Richmond's brand image to for community partners, staff, volunteers, participants, parents, patrons, coaches, teachers, and donors while consistently providing excellence in a manner that reflects the organization's mission.

Core Competencies:

High Standards: expects personal and team performance to be nothing short of great.

Work Ethic: possess a strong willingness to work hard and get the job done right.

Strategic Thinker: able to see and communicate the big picture in an inspiring way.

Creativity/Innovation: generates new and innovative approaches to problems and issues.

Flexibility: adjusts quickly to changing priorities and copes effectively with those changes.

Collaborative: reaches out to peers and cooperates with supervisor(s).

Communication: speaks, writes, and articulates clearly and professionally.

Attention to Detail: achieves insights from both qualitative and quantitative data.



Enthusiasm: has a passion for helping youth and being a team player in the organization.

Proactive: brings new ideas and acts without having to be told what to do.

Integrity: earns the trust of teammates and maintains confidence.

Continuous Learner: continues to look for ways to grow as a leader.

Employee Benefits:

- Competitive salary based on experience and qualifications
- Comprehensive group health/dental insurance package for individual employee (The First Tee of Greater Richmond to cover 75% of monthly health premiums and 100% of dental premiums)
- Employee Savings Plan (401K) and Employees Retirement Plan: dictated by plan rules regarding terms and date of eligibility (opportunity to enroll after one year of employment)
- Paid vacation: three weeks accrued during your first and second years of employment and increasing to four weeks after two years of employment
- Additional benefits:
 - Opportunity for financial assistance on PGA or LPGA T&CP dues and/or further training and education
 - 80% of lesson revenue at chapter facilities (Elson Redmond Memorial Driving Range or The Tattersall Youth Development Center at The First Tee Chesterfield Golf Course)
 - Employee and immediate family use of The First Tee of Greater Richmond facilities

Applicants should submit a cover letter and resume to Kelly McNally, Senior VP of Operations at kelly@thefirstteerva.org