



## The First Tee of Greater Charlotte Director of Outreach

**Our 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.

**Reports to:** The First Tee of Greater Charlotte Executive Director

**Employment Status:** Full time, Exempt

### Job Summary

The Director of Outreach is primarily responsible for leading all Target Outreach efforts, including NSP efficiency and conversion, DRIVE, with specific focus on growing and developing our partnerships with other nonprofit & community organizations, such as YWCA, Crossroads, Renaissance West, PAL, local church affiliations, YBLA, Boys to Men Foundation, GEP and Title 1 schools. The purpose of these outreach programs is to deliver The First Tee of Greater Charlotte curriculum to members of our community that have challenges participating on their own. The intent is to share the game of golf with young people in a way that will inspire and lead to continued participation and personal growth. The expansion of our community integration and effectiveness will also require us to grow philanthropic support.

### Responsibilities/ Duties

#### Community/Network Outreach:

- As the primary representative for Outreach, promote The First Tee's mission, goals, purpose and programming throughout the Service Area to help recruit participants, sponsors, boosters and volunteers
- Create and maintain positive relations and with local granting agencies, non-profit organizations, public and private schools in the community
- Create and implement impactful outreach program
- Forge and maintain relationships with youth development agencies, such as YWCA, YBA, Renaissance West, Crossroads, and schools
- Work with these agencies and school partners to assist in the coordination of registration, schedules, transportation, retention opportunities, submission of youth served, and delivery of clinics, trainings and programs
- Ensure the quality of all outreach programs by maintaining accurate training records of all NSP & DRIVE facilitators
- Be a liaison for The First Tee National School Program (NSP) and DRIVE locations
- Monitor, track, and support implementation within the school systems and other youth serving organization partners.
- Work within our designated market to grow and maintain NSP presence within the school system and other youth serving organizations
- Improve transition opportunities for outreach programs including NSP and other youth serving organizations
- Satisfy equipment needs for all outreach programs
- Maintain the quality of equipment and all instructional areas
- Organize and host information booths at student, community and non-profit events to promote Chapter programming opportunities and event
- Coordinate volunteers needs to support outreach activities
- Coordinate representatives (staff, BOD, volunteers, participants) for all community events



- Coordinate delivery of presentations to area service groups about the value of The First Tee
- Assist schools with resources for NSP delivery when requested
- Recruit coaches and volunteers from teacher ranks to assist with traditional programming

#### **Management / Administration**

- Communicate with and submit documentation as required by The First Tee Headquarters
- Manage all Outreach details in database required by The First Tee Headquarters
- Track participants' information and progress through The First Tee online participant database; maintain accurate records and submit reports to the Executive Director
- Report program metrics and pertinent data to the Executive Director for utilization in Committee and Board Meetings
- Participate and network as directed by Executive Director in special events
- Network with First Tee staff at other chapters to exchange best practices
- Implement, evaluate, and assist in the improvement of program policies and procedures
- Assist in developing and adhering to the annual budget
- Attend and complete necessary First Tee training as directed by the Executive Director
- Assess and develop retention and conversion strategies for all outreach program efforts
- Assist volunteer coordinator to ensure sufficient adult mentors and quality programming; including recruitment, training, recognition, and retention plans

#### **Fundraising Activities:**

- Write grants for local, state, and national foundations
- Provide reports reinforcing the value of the grant
- Establish mutually beneficial partnerships
- Establish and/or collaborate with local golf communities to generate volunteers and revenue
- Establish new events and focus on other ways to generate volunteers and revenue
- Develop information to promote outreach impact, participation and volunteerism
- Train and support the Board and volunteers in outreach activities

#### **Events Management**

- Lead all event related to outreach, such as Champions Challenge, Community Gatherings, and Information session with local clubs, organizations and networks
- Assist in events and fundraising as needed and directed by the Executive Director

**Consistently provides service excellence to all participants, parents, volunteers and co-workers in a manner that reflects The First Tee's Nine Core Values: Honesty, Integrity, Sportsmanship, Respect, Confidence, Responsibility, Perseverance, Courtesy, Judgment.**

#### **Qualifications**

- Bachelor's Degree or equivalent, with 10+ years of work experience
- Prior outreach experience is preferred
- Knowledge of, and commitment to the goals and philosophy of The First Tee
- Demonstrate exceptional communication, relationship, fiscal management, computer and managerial skills
- Experience in identifying and managing program staff and volunteers



- Charismatic, personable, and motivational in working with youth and volunteers
- Dynamic personality with understanding team operations, development and strategic planning
- Ability to travel to attend trainings, meetings and conferences as required by the Executive Director
- Must pass background check