

## **MARKETING & COMMUNICATIONS DIRECTOR**

### **Position Description**

#### **About Us**

First Tee is a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges. By seamlessly integrating the game of golf with a life skills curriculum, we create active learning experiences that build inner strength, self-confidence, and resilience that kids can carry to everything they do.

#### **Job Summary**

This newly created position will use creativity and story-telling prowess to create engaging content through a variety of mediums, including video, social media, educational articles, participant stories, and program-related marketing materials to inspire stakeholders to give, advocate, and volunteer. While this position primarily oversees the marketing and communications functions of the Chapter, they will also play an integral role in events and meetings. A passion for serving kids and community, willingness, and can-do attitude are imperative to this role as tackling the many daily challenges that face a small non-profit is a constant. The position reports to the Executive Director.

#### **Employment Status + Compensation + Benefits**

This full-time salaried position's compensation will be commensurate based on experience and includes an incentive compensation plan. Health, dental, vision, and life insurance policy are all paid at 100% of employee and 25% of spouse and dependent(s) health, dental, and vision insurance. A monthly phone stipend, mileage reimbursement, clothing allowance, continuing education, playing golf with supporters (not required), and membership with local chamber of commerce are additional benefits of this position.

#### **Duties and Responsibilities**

- Lead all marketing aspects with special focus on digital, social media, and PR.
- Develop, manage, and execute marketing and communications plan and campaigns.
- Drive the day-to-day marketing and public relations to build the pipeline of new donors through research and strategic community partnerships.
- Identify and manage marketing firms (ie. Digital, PR, brand, etc) who are critical to the FTGC marketing plan.
- Collaborate with First Tee Headquarters to leverage their work for the benefit for FTGC.
- Create donor communications and stewardship strategies.
- Ability to create graphics for social media, event promotion, etc.
- Create/curate/re-purpose high quality content and help tell the narrative by using stories, photography, and videography.
- Use multiple channels including but not limited to: email newsletter, website, case for support, one-pagers, brochures, letters, event scripts, print material, etc.
- Track, monitor, and understand analytics to leverage data for optimizing reach and engagement.
- Ensure consistent use of brand identity guidelines throughout the organization.
- Create development and partner proposals.
- Plan, promote, and execute fundraising events.
- Promote the Chapter's mission, goals, and programming throughout the community.
- Serve as advocate of chapter in the community through speaking engagements and group/one-on-one meetings.

Send resume and questions to Bucky Dudley, Executive Director ([bucky@firstteechs.org](mailto:bucky@firstteechs.org)).