



JOB POSTING

Georgia State Golf Association

Job Title: Director, Communications & Marketing

Reports To: Senior Director, Communications & Marketing

Location: Atlanta, Georgia

About the GSGA

Founded in 1916, the Georgia State Golf Association (GSGA) has grown to one of the largest Allied Golf Associations in the country with nearly 320 member clubs and 112,000 individual members. With a mission to serve and advance the game of golf in the state of Georgia, GSGA offers numerous benefits and services to golfers and golf facilities including administration of the World Handicap System, course rating and measuring, education on the Rules of Golf, and a full schedule of statewide competitions for men and women of all ages and abilities. Other services include a statewide junior tour and adaptive golf program, award-winning magazine, management of the Georgia Golf Hall of Fame and a charitable foundation which administers two college scholarship programs and supports other growth of the game initiatives.

Position Summary

The Director, Communications & Marketing is responsible for the day-to-day marketing and promotional efforts geared toward association programming, while leading the creation and development of content in various forms (photography, written copy, graphic design, videography, etc.) for distribution across all association communication channels.

Responsibilities

- Lead efforts to deliver engaging content on all communication platforms, including websites, social media, email, magazines, etc.
- Develop and implement marketing plans to increase membership, as well as inform, promote, engage, and attract new followers of the association.
- Build and manage a comprehensive schedule to consistently promote association programming and events in an effective and timely manner.
- Oversee the creation and development of content in various forms to include written, photography, graphics, and video which support established communication and marketing objectives.
- Assist with the written and visual promotion of GSGA programming and events (onsite and remote), including competitions, statewide junior tour, statewide adaptive golf program, philanthropic events, etc.

Supervisory Responsibilities

- Oversee and ensure completion of responsibilities for two (2) Manager, Communications & Marketing positions, while fostering creativity, collaboration, and professional growth.

Knowledge, Education, Skills & Abilities

- Bachelor's degree in communications, marketing or similar is preferred.
- Exceptional writing and editing skills to include long-form storytelling and concise, high-impact copy.
- Strong photography skills with an eye for composition, lighting and narrative.
- Graphic design and multimedia experience is a plus.
- Working knowledge and understanding of audio/visual equipment.
- Proven ability to lead and inspire creative teams.
- Possesses strong attention to detail and the ability to handle several tasks simultaneously.
- Strong written and verbal communication skills, organizational skills, and a strong work ethic.
- Proven ability to maintain sensitive and confidential information.
- Is ethical, tactful, and courteous in dealing with all employees, customers, and vendors.
- Knowledge of Microsoft Office, Adobe Creative Suite, Canva, HubSpot and related applications is preferred.
- Experience in the golf and/or sports industry is a plus.

Work Environment

- The employee must be able to excel working both independently as well as part of a team environment.
- The position is based out of the GSGA's home office located in Atlanta, GA and requires the employee physically be present in the office during normal business hours unless traveling for business purposes.
- Additional hours are frequently required on weekends and during peak work periods such as competitions season.

Physical Demands

- This position often works in an outside golf course environment, spending several hours a day in various weather conditions.
- This position frequently works in an office environment and uses a computer, telephone, printer/copier, and other office equipment as needed to perform duties. This may include prolonged periods sitting at a desk and working on a computer.
- Physical demands include loading/unloading of supplies and equipment from a vehicle and working in various weather conditions including extreme heat, cold and rainstorms.
- This position requires travel throughout the state of Georgia and situationally throughout the southeast United States.
- The employee must occasionally lift and/or move up to 50 pounds.

Mental Demands

- Regularly required to use written and oral communication skills with various audiences.
- Read and interpret data, information, and documents.
- Perform highly detailed work under changing, intensive deadlines on multiple concurrent tasks.
- Interact with co-workers at all levels, vendors, players, volunteers and occasionally the general public.

Compensation and Benefits

- Base salary of \$60,000 - \$70,000 commensurate with qualifications and experience.
- Full benefits package including medical, dental, vision insurance with no waiting period.
- Association logo apparel provided.
- Retirement Plan with company matching.
- Paid Time Off.
- Mileage and Cell Phone reimbursement.
- Golf privileges at Bobby Jones Golf Course.

To Apply

Interested candidates should email a cover letter and resume to HR@gsga.org. No phone calls please. Interviews for those selected will be conducted at the GSGA office in Atlanta, GA as soon as practicable. The position will remain open until it is filled.

The Georgia State Golf Association is an Equal Opportunity Employer.

Disclaimer: The information portrayed in this job description has been designed to indicate the general nature and level of work performed by the employee within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of the employee assigned to this job.