



## JOB DESCRIPTION

**JOB TITLE:** Manager, Communications & Marketing

**EMPLOYER:** Georgia State Golf Association

**DEPARTMENT:** Communications & Marketing

**REPORTS TO:** Director, Communications & Marketing

**SUMMARY:** The Manager, Communications & Marketing, is responsible for assisting with the day-to-day marketing and promotional efforts of all programming and initiatives, while serving as the lead graphic designer for the association. This position assists with the creation and development of content in various forms (photography, videography, graphic design, written copy, etc.) for distribution across all association communication channels. This position requires the ability to travel (approximately 40-50 days per year) and work several weekends throughout the year.

### DUTIES AND RESPONSIBILITIES:

- Assist efforts to produce engaging content on all communication platforms, including websites, social media, email, digital and print magazines, etc., to support established communication and marketing objectives
- Assist with marketing plans to grow 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.
- Assist with the written and visual promotion of GSGA programming and events, including competitions, statewide junior tour, statewide adaptive golf program, foundation activities, etc.

### SUPERVISORY RESPONSIBILITIES:

- This job has no supervisory responsibilities.

### QUALIFICATIONS:

- Bachelor's degree in communications, marketing, graphic design or similar is preferred.
- Graphic design, multimedia storytelling, digital publication experience is a plus.
- 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 Adobe Creative Suite, Canva, Microsoft Office, and related applications is preferred.
- Knowledge of the game of golf is a plus.

### COMPETENCIES:

- **Diversity** - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.
- **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- **Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- **Design** - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
- **Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Project Management** - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- **Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

- Frequently required to stand
- Occasionally required to walk
- Frequently required to sit
- Occasionally required to climb, balance, bend, stoop, kneel or crawl
- Frequently required to talk or hear
- Frequently exposure to outside weather conditions
- While performing the duties of this job, the noise level in the work environment is usually moderate
- The employee must occasionally lift and /or move up to 50 pounds
- 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.
- 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.
- 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 \$47,500-\$55,000 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](mailto:HR@gsga.org). No phone calls please. Interviews for those selected will be conducted at the GSGA offices in Atlanta, Georgia as soon as practicable. The position will remain open until it is filled.

The Georgia State Golf Association is an Equal Opportunity Employer.

---

*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*