



**JOB POSTING  
GEORGIA STATE GOLF ASSOCIATION**

**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) is a 501(c)(3) not-for-profit. The GSGA serves as an Allied Golf Association to the United States Golf Association and is one of the largest amateur golf associations in the country with nearly 325 member clubs and over 85,000 individual members. With a mission to promote and preserve amateur golf in the state of Georgia, GSGA offers a computerized handicapping service, course rating and measuring program, and annually conducts a full schedule of statewide competitions for men and women of all ages and abilities. Other services include statewide junior golf and adaptive golf programs, award-winning *Golf Georgia* magazine, management of the Georgia Golf Hall of Fame and a separate charitable foundation.

**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 (written copy, graphic design, on-camera videography, audio, photography, etc.) for distribution across all association communication channels.

**Responsibilities**

- Lead efforts to deliver engaging content on all communication platforms, including website, social media, email, magazines, etc.
- Develop and implement 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.
- Lead, manage and oversee day-to-day activities of Manager, Communications & Marketing and seasonal interns.
- Oversee the creation and development of content in various forms to include video (in front of/behind camera), written, graphics, photography, and audio which support established communication and marketing objectives.
- Assist with the written and visual promotion of GSGA programming and events, including competitions, statewide junior tour, and statewide adaptive golf program, etc.
- Serve as one of the primary graphic designers for association creative projects.

**Knowledge, Education, Skills & Abilities**

- Bachelor's degree in Communications and/or Marketing is preferred.
- Graphic design and multimedia storytelling 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 Microsoft Office, Adobe Creative Suite and related applications is preferred.
- Knowledge of the game of golf 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 positions 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 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.

#### **To Apply**

Interested candidates should email a cover letter, salary expectations 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 filled.

The Georgia State Golf Association is an Equal Opportunity Employer.

**Disclaimer:** The information portrayed on this job description has been designed to indicate the general nature and level of work performed by 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.