



PGA

South Florida Section

Position Available: Communications & Marketing Coordinator

Supervisor: Assistant Executive Director

This position carries primary responsibility for South Florida PGA and South Florida PGA Foundation communications and marketing in both print and electronic formats. The coordinator will oversee scheduling, development and execution of Section communication and marketing. Candidates are must be detail-oriented, have the ability to work on multiple projects simultaneously, and possess the necessary skills to coordinate, prepare, review and execute all marketing campaigns. The communications responsibility also carries management of third party production companies when needed. Consistent quality control is essential. Successful communications will be measured by accurate, timely, and attractive publications that also contain member interest stories.

Available: Immediately, start date negotiable

RESPONSIBILITIES:

1. Manage all aspects of Section communication and marketing
 - a. Develop all Section newsletters, eblast, senior news, PGA Magazine articles, etc.
 - b. Membership Awards and Hall of Fame press releases, programs, and additional marketing materials
 - c. Oversee content and layout of both the Section and Junior Golf websites, including developing and posting stories
 - d. Handle all advertising and miscellaneous content within the SFPGA Association Directory Smart Phone App
 - e. Develop all marketing materials for junior golf and foundation programs – flyers, brochures, general marketing items using Adobe InDesign
 - f. Develop and implement a media plan for all Section and Foundation events, including social media outlets
 - g. Create partnership packets upon the conclusion of each event
 - h. Support GolfPass operations and communications, including the development of the GolfPass brochures and book.
 - i. Performs all other duties as requested.

SKILLS, KNOWLEDGE AND ABILITIES:

1. Skills in planning and organizing.
2. Skills in oral and written communications, including skills in interpersonal communications.
3. Skills in public speaking and presentations.
4. Skills in managing multiple priorities in a multi-functional work environment.
5. Skills in operation of a computer.
6. Skills in word processing, spreadsheet, Adobe photoshop and presentation software applications.
7. Skills in the development of effective “mass communication”.
8. Knowledge of the golf industry
9. Knowledge of the rules of golf
10. Knowledge of competitive tournament golf
11. Knowledge of the PGA of America

12. Ability to interact, collaborate, and build relationships both internally within departments and externally with all Association stakeholders
13. Ability to influence with an open and direct communication style and willing to engage in constructive debate.
14. Ability to represent and sell for an industry leader.
15. Ability to motivate others.
16. Ability to make presentations, present information, and respond to questions representing the Association.
17. Ability to apply judgment and decision making skills.
18. Ability to write reports and standard business correspondence.
19. Ability to present self in a professional manner and appearance.
20. Ability to maintain confidentiality of sensitive data.
21. Ability to perform physical duties
22. Ability to travel overnight, in South Florida market.
23. Ability to work weekends.
24. Ability to be flexible.

FINANCIAL RESPONSIBILITY:

1. Responsible for managing, maintaining and functioning within assigned budgets.

POSITION/PHYSICAL CONDITIONS:

1. While performing the duties of this job, the employee is: frequently required to stand; walk; sit; use hands to finger, handle, or feel and talk or hear. The employee is occasionally required to reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. This position must be able to travel for extended periods of time in various modes of transportation.
2. The employee must occasionally lift and/or move up to 25 pounds.
3. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.
4. While performing the duties of this job, the employee occasionally works in outside weather conditions. The noise level in the work environment is usually moderate.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND EXPERIENCE:

1. Bachelor's degree (B.A. /B.S.) in Business Administration, Marketing or related field.
2. Golf industry experience in sales and/or program management.
3. Excellent verbal, written, and presentation skills are required.

Compensation Package:

Commensurate with Experience

Minimum base pay of \$33,000

Event/Publication commission plan

Company matching retirement program

Major Medical, dental insurance, vision insurance, and disability insurance provided

Paid Vacation

Job related travel reimbursement

Deadline for Resumes:

Open until filled.

Forward Resumes to: (email preferred)
Meredith Schuler, Assistant Executive Director
South Florida Section PGA
186 Atlantis Blvd.
Atlantis, FL 33462
mschuler@pgahq.com