



# COLORADO GOLF ASSOCIATION

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| <b>Position:</b>         | <b>Communications Manager</b>   | <b>Full Time Year Round</b>             |
| <b>Department:</b>       | Development & Communications  |   |
| <b>Reports to:</b>       | Chief Development Officer<br>with Dotted Line to Managing Director of Membership & Director of Communications |   |
| <b>Staff Support to:</b> | CGA Membership & Marketing Committee  | <b>Salary Range:</b> \$40,000 to 50,000 |

## **ORGANIZATIONAL BACKGROUND:**

The Colorado Golf Association (CGA) and CommonGround Golf Course (owned & operated by the CGA) share a mission and vision and key organizational values established as the foundation for our organizational culture and provide guidance for employees.

The CGA is committed to creating a diverse and inclusive working environment and is proud to be an equal opportunity employer. All qualified applicants are encouraged to apply and will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, marital status, national origin, genetics, disability, age, veteran status, or non-merit factors.

## **JOB DESCRIPTION:**

This position will work with key CGA staff to coordinate and support the development and implementation of the CGA's communications and marketing programs. Serves as a brand ambassador, assisting with the creation and development of content messaging, as well as the CGA's branding standards. Also serves as a primary contact with membership department and customers demonstrating superior customer service, interpersonal and written skills.

## **PRIMARY JOB RESPONSIBILITIES and EXPECTED OUTCOMES:**

- Collaborate with internal departments to support communication and marketing needs of the CGA's strategic vision of Membership Growth and plan objectives (*Engage, Support, Honor, Share, Align and Advocate*).
- Key communication priorities include: member engagement and growth, promotion of CGA adult and junior tournament competition, community programs and fundraising, industry partner and advocacy initiatives.
- Coordinate communications content and calendar for all CGA digital communications, including, but not limited to, *Member Insider, CGA Monthly, www.coloradogolf.org*.
- Assist Dir. Of Comms in the development of written materials and production of physical materials for member and public events (e.g. membership flyers, banners and large displays, marketing materials, etc.)
- Ensures all communications meet the organization's strategic and branding standards.
- Manage CGA Social Media platforms (*Facebook, Twitter, YouTube, LinkedIn and other platforms as necessary*).
- Oversee part-time USGA P.J. Boatwright Communications Intern responsible for Social Media and other seasonal communications activities.
- Assist with CGA marketing collateral for membership development and engagement, including events (*Member Trips & Play Days, Denver Golf Expo*), special promotions (*Fall Fitness Finish, Sponsor Giveaways*).
- Assist Director of Communications in the production of videos or photo shoots to support key initiatives.
- Coordinate with CGA staff writer Gary Baines on the coverage of CGA championships and USGA Qualifiers.
- Write and edit articles for CGA communications as needed.
- Oversee promotion and execution of the annual Dream Golf Vacation Raffle with Boatwright Intern.
- Work with Managing Director of Membership to develop and execute ongoing Member Surveys.
- Assist with Member Engagement program in the fulfillment of key activities: Member Play Days, various Golf Summits (*Women's Golf Summit and Western Slope Summit*).
- Assist with promotion & staff support at CGA Fundraising events: *Find CommonGround and Solich Invitational*
- Market and promote CGA Community/Wellness programs as needed.



**GENERAL JOB RESPONSIBILITIES:**

- Office Hours – Maintain work hours as defined by CGA employee manual.
- Employee Manual – Comply with all other expectations as defined in CGA employee manual.

**MINIMUM JOB REQUIREMENTS:**

- Self-motivated individual with strong work ethic and enthusiasm.
- Computer literate using Microsoft Office Suite and basic proficiency with design software.
- Excellent written and oral communication skills.
- Good leadership and organizational skills and ability to take direction from multiple managers.
- Must possess or be able to obtain a valid Colorado driver's license, provide proof of a safe driving record and maintain a safe driving record and a Colorado driver's license for continued employment.
- Ability to pass a background check.

**PREFERRED JOB REQUIREMENTS**

- College degree.
- Interest in the game of golf and willingness to learn to play golf.
- Experience in marketing and communications.
- Managerial experience.

**BENEFITS**

- The CGA offers a competitive employee benefits package, including medical, dental and vision insurance, flexible spending accounts, and a 401k retirement plan along with complimentary access to CGA Membership & CommonGround Golf Course & practice facilities.

**TO APPLY**

Email cover letter, resume and a minimum of three professional references to:

Ryan Smith, Chief Development Officer | [rsmith@coloradogolf.org](mailto:rsmith@coloradogolf.org)

**Deadline:** October 29, 2021