

Director of Marketing

Job Description

Position Title:	Director of Marketing
Division/Department:	Administration
Reports to:	CEO with dotted line to COO
FLSA Classification & Position Type:	Exempt / Full time
Supervisory Position:	Supervisory
Location:	Administration Office

JOB SUMMARY

First Tee – Greater Richmond (FTGR) is a youth development organization that uses the game of golf and its inherent values to shape the lives of young people from all walks of life. We are strengthening the character of the community by providing programs that build resilience in our youth, teach critical life skills, and provide caring adult supervision in a safe environment.

The Director of Marketing will implement the overall brand and communication strategy to support our mission, strategic vision to all marketing channels. This will encompass families and participants, facility promotions, the world of golf and donor relations. Above all, this person will be responsible for First Tee’s brand fidelity. The Director of Marketing will supervise 1 intern. The Director of Marketing will be responsible for coordinating and facilitating all web, social media, PR and donor communications for programs, facilities and organizational matters to ensure a high-quality experience and to maximize strategic opportunities.

ESSENTIAL FUNCTIONS

Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge, skills and other characteristics. This list of tasks is illustrative ONLY and is not a comprehensive listing of all functions and tasks performed by positions in this class. It does not imply that all positions within the class perform all the duties listed, nor does it necessarily list all possible duties that may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Oversee day to day operations of organizational marketing to support vision and an inclusive culture.
- Build and implement organizational marketing strategies as directed by the organizational strategic plan in order to better tell “our story” to support the organization’s mission.
- Recruit, hire, train and supervise marketing intern.

- Execute clearly defined performance goals and objectives to ensure high quality marketing materials, website/social media design and PR consistent professional development plans.
- Responsible for developing, forecasting, and closely monitoring the marketing budget. In addition, provides reporting and strategic marketing recommendations to the CEO.
- Develop and implement all-encompassing annual marketing plan.
- Communicate the mission, values, and brand operating principles of the organization to employees, participants, patrons, and volunteers.
- Ensure marketing compliance consistent with First Tee HQ brand guidelines.
- Perform additional responsibilities related to the success of the organization.

JOB REQUIREMENTS AND QUALIFICATIONS (education and experience)

- Requires a bachelor's degree and a background in marketing administration, sports marketing, youth development, or another related field
- Previous experience of managing an operating budget with P&L responsibilities
- Knowledge of current trends in accessibility and CX standards
- Ability to plan and execute compelling audio/visual and written content that drives engagement on social platforms and website traffic
- Experience in digital storytelling for multimedia platforms, determining optimum formats for each medium
- Ability to create or edit graphics for digital media
- Strong understanding of online marketing concepts and best practices
- Ability to establish clear goals and enthusiastic desire to meet them
- Excellent communication skills and willingness to collaborate with team members
- Ability to prioritize and thoughtfully plan work activities combined with a willingness to adapt and flex to changing needs
- Successful track record of creating and implementing proactive team communication, facilitation, problem solving, and decision making
- Extensive background in youth development programs and high level of golf knowledge
- Knowledge of and commitment to the goals and philosophy of First Tee

OTHER INFORMATION AND EXPECTATIONS

- Maintains adherence to the organization's policy on confidentiality in all matters regarding personnel, financial, volunteer and other business information about the organization.
- Seeks and participates in continuing education or professional development related to the position, the organization, or both.
- Ability to pitch media
- Knowledge of consumer marketing
- A solid working knowledge of social media and experience working with bloggers and influencers
- Ability to balance long term strategy with day-to-day tasks
- Ability to work in a fast-paced environment, manage challenging relationships and be flexible in adjusting to press needs and schedules
- Attention to detail, accuracy and motivation to fact-find
- Ability to maintain a high degree of professionalism in all job-related activities
- Ability to work with others as part of a team
- Enthusiasm and ability to learn new skills/problem solve

WORK ENVIRONMENT, TRAVEL AND EXPECTED WORK HOURS

This position is performed in office environment with office work such as staff scheduling, budget oversight, performance reviews, and strategic planning. Typical days and hours of work will fluctuate with evenings, holidays, and weekend work as required by special events and business demand.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is required to stand; walk; sit; use hands to handle or feel objects, tools or controls; use fingers and hands to control computer mouse, type or write; reach with hands and arms; talk and hear. Specific vision abilities required by the job include close vision, distance vision, color vision, and the ability to adjust focus. The employee must be able to lift 50 lbs. to shoulder height.

EEO STATEMENT

First Tee - Greater Richmond provides equal employment opportunities (EEO) to all employees and applicants and does not make employment decisions because of or on the basis of race or traits historically associated with race, including hair texture, hair type, and protective hairstyles such as braids, locks, and twists, color, religion, sex, sexual orientation, gender identity, pregnancy, childbirth, or related medical conditions, including lactation, age (40 years of age or older), national origin, disability, marital status, veteran status, or any other basis prohibited by federal, state, or local law. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position. First Tee – Greater Richmond reserves the right to modify the scope of this position. Factors that may affect this position include, but are not limited to, those related to business needs, organizational structure, industry trends, and individual skills and performance.