



## JOB DESCRIPTION

### Director of Marketing and Innovation

Founded in 1901, the Northern California Golf Association is one of the largest regional golf associations in the United States, with more than 150,000 individual members who belong to more than 1,200 members clubs throughout Northern California and into Nevada. Its mission statement is “to support and promote the game of golf”. Among other services, the NCGA provides its members with official handicap indexes, owns and operates two golf courses (Poppy Hills and Poppy Ridge - PHI), annually conducts more than 50 championships and over 500 days of competitive golf for all abilities, sponsors casual golf outings, travel, and special events, publishes *NCGA Golf* magazine, secures exclusive member discounts on products and services, and created and is expanding the Youth on Course (YOC) Foundation.

#### Director of Marketing and Innovation

**Availability:** Immediately

**Position:** Full-time      **Status:** Exempt

**Reports to:** Executive Director with direction from Sr. Director of Growth

**Member:** Marketing, Membership & Communications team

**Essential Duties & Responsibilities include the following** (other duties may be assigned):

- **Marketing Strategy:** Co-Development and Execution of Marketing Plans for NCGA. Includes strategic objectives and plan to deliver NCGA brand/benefit awareness/programming through digital, print, and on-site media/collateral to drive membership satisfaction, retention, and growth. Key liaison with agencies and other associations, as appropriate. Budget oversight.
- **Marketing Services/Creative Services:** Oversee creative process and project management for NCGA media including copy and design guidelines and review and production schedules for the website/landing pages, member communication vehicles, social media (Adwords, Facebook, Instagram), print and on-site collateral, and new member email/direct mail campaigns. (Note that Communications Director responsible for specific content.) Create materials for ad-hoc campaigns as needed (e.g. Weekend Net Tour).
- **Develop digital media strategy and execute program with Marketing Coordinator across AdWords, Facebook, Instagram for membership drive and overall brand awareness.**
- **New NCGA Programming:** Design and develop new programming to improve member experiences. Oversee all aspects of new NCGA *PLAY!* program (with Coordinator) – Year 2 through 2018 and transition to Operations when appropriate. Includes course recruitment/negotiation, staff communication, coordination of NCGA support (e.g. volunteer recruitment, training, signage, prizes etc.), and overall budget management.
- **NCGA Member/Club/Non-Member Understanding:** Work with Membership department to deploy on-going research program to gather feedback and insights from members, clubs, and non-members to facilitate improved communications and programming to attract and retain NCGA members.
- **Linkage with SCGA and other SRGA's to share and reapply innovative programs.**
- **Support safe work habits and a safe working environment at all times.**

#### QUALIFICATIONS

To perform this job successfully, an individual must possess a strong marketing background with experience in digital and campaign development, website oversight, strategic thinking, project management, advanced creative and writing skills, team player attitude, ability to handle several tasks simultaneously, strong communication, organization and problem-solving skills, and a strong work ethic. Additionally the candidate should have a strong passion for the game of golf.

The requirements listed above are representative of the knowledge, skill, and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION and/or EXPERIENCE**

College degree in marketing or communications. Demonstrated experience in field.

### **LANGUAGE SKILLS**

Ability to read and interpret documents such as creative briefs, contracts, research reports, safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to communicate effectively with guests, management, vendors/suppliers, the general public and other employees of the NCGA.

### **COMPUTER/BUSINESS MACHINE SKILLS**

Advanced knowledge of various computer software programs including Microsoft Word, Excel and Powerpoint. Working knowledge of Adobe Creative Suite/Photoshop.

### **REASONING ABILITY**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations. Ability to bring innovative solutions to challenging situations.

### **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is continuously required to talk and hear. The employee continuously is required to sit. The employee is occasionally required to stand and walk. Specific vision abilities required by this job include close vision. The employee is occasionally required to lift 15 pounds. The employee is usually indoors in a controlled environment with low noise levels and occasionally outdoors in an uncontrolled environment.

### **OTHER QUALIFICATIONS**

Must have reliable transportation, valid driver's license and provide proof of insurance. The job requires travel as necessary with overnight stays. NCGA will reimburse mileage expenses at IRS-approved rate.

### **COMPENSATION AND BENEFITS**

This is a full-time, salaried position. Salary and benefits are commensurate with experience. Some clothing will be provided, with the employee expected to source and maintain a high-standard of attire at all times. Benefit package includes health, dental and vision insurance. Dependents may be added with a portion paid by the employee. Participation in the company's 401k plan after one full year of employment. Vacation, holidays, golf benefits and sick time also included.

This is a salaried, exempt position.

To apply, please go to the Northern California Golf Association webpage [NCGA.org](http://NCGA.org) under Contact Us, then Employment Opportunities complete skills assessments survey