



# PGA

## North Florida Section

**Position Title:** Communications Director

### **POSITION SUMMARY:**

This position is responsible for generating creative content and materials to promote, market, and support the goals of the NFPGA. Through the use of social media, website development, and department collaboration this position is responsible for producing original content, monitoring current trends, and to facilitate collateral materials for each department in the Section. The individual in this position shall act on behalf of the North Florida Section of the PGA of America (NFPGA) and reports to the Executive Director/CEO and the Operations Manager.

**Organization:** The North Florida Section of the PGA of America was established in 1979, and today is comprised of over 1,500 Golf Professionals working at over 650 facilities within the Section. The mission of the North Florida Section (NFPGA) is the purpose of the PGA of America, to promote the enjoyment and involvement in the game of golf and to contribute to its growth by providing services to golf professionals and the golf industry. NFPGA Offices are located at Reunion Resort, Orlando, Florida and is open Monday through Friday from 8:00 a.m. until 4:30 p.m.

### **RESPONSIBILITIES:**

- Photography/Videography/Audio Visual
  - Attend and provide photography and video for any designated Sections events, tournaments, meetings, education seminars, etc.
  - Ensure that all board members, Section staff, have headshots taken and they are posted to correct outlets
- Presentations and Media
  - Create content necessary for members at all meetings requiring visuals on investments and budget information
  - Continuously manage and update media email and mailing list
  - Generate press releases and email to necessary media sources.
- IT/Server/Office Computer Management
  - Manage the Section's server room and staff computers and monitor available updates and software installations with the assistance of the PGA of America
- Email Communication
  - Schedules and tests all email communications
  - Manages the creation, design and maintenance of email campaigns
  - Manages email databases

- Manage and organize e-communication calendars, strategies, and email services platforms for Section members and events including but not limited to Tournaments, Foundation, Education, Chapters, Partners
- Create and distribute weekly Member Update
- NFPGA Websites
  - Designs and maintains the website layout, look, and feel to match branding initiatives and optimize user experience. Maintains content accuracy, consistency and quality across all including password protected member-only area
  - Designs all images for the websites including Bluegolf event/tournament banners
  - Design logos needed for special projects events and initiatives
  - Manage domain names and web hosting services
  - Implement website analytics including search engine optimization (SEO)
  - Ensure that all content is up-to-date, relevant, and organized
- NFPGA Social Media
  - Produce and gather all copywriting and design elements for social media channels (Facebook, Facebook Groups, Twitter, Instagram, YouTube, Pinterest, Linked In)
  - Develop and drive social media strategy and initiatives that lead to active engagement
  - Monitor all social media outlets for consumer questions to ensure timely responses
  - Manage social media calendars and strategies
  - Manage day-to-day content creations and postings on social media channels
  - Remain immersed in all emerging technologies/media to determine the latest trends and what is relevant for business
  - Analyze campaign effectiveness; communicate results and make recommendations for future promotions

#### **SKILLS, KNOWLEDGE, AND ABILITIES:**

- Skills in planning and organizing.
- Skills in oral and written communications, including skills in interpersonal communications.
- Skills in public speaking and presentations.
- Skills in managing multiple priorities in a multi-functional work environment.
- Skills in operation of a computer.
- Skills in word processing, spreadsheet, website admin and presentation software applications.
- Skills in event management.
- Knowledge of the golf industry and PGA of America activities, programs and governance.
- Broad knowledge of tournament administration.

- Microsoft Word and Excel computer experience and the ability to quickly become literate on PGA Section Management Systems (SMS) and Blue Golf Tournament Management System.
- Knowledge of e-marketing communication modules like Constant Contact, etc.
- Ability to interact, collaborate, and build relationships both internally within departments and externally with Section Association stakeholders.
- Ability to influence with an open and direct communication style and willing to engage in constructive debate.
- Ability to motivate others.
- Ability to make presentations, present information, and respond to questions representing the Section.
- Ability to apply judgment and decision making skills.
- Ability to write reports and standard business correspondence.
- Ability to present self in a professional manner and appearance.
- Ability to maintain confidentiality of sensitive data.
- Ability to work overtime to include some weekends and holidays; moderate travel away from office.
- Ability to be flexible.
- 3+ years' experience in golf tournament organization and administration preferred.

**MANAGERIAL RESPONSIBILITY:**

- Direct supervisory duties with Section interns as necessary.

**FINANCIAL RESPONSIBILITY:**

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

**POSITION/PHYSICAL CONDITIONS:**

- While performing the duties of this job, the employee is: frequently required to stand; walk; sit; use hands to manipulate, 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.
- The employee must occasionally lift and/or move up to 50 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.
- 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 employee must be able to drive the company vehicle/van and/or drive to and from various locations throughout the Section.

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/EXPERIENCE:**

- Bachelor's degree (B.A. /B.S.) Required, preferably in Business Administration, Marketing or related field.
- Golf Administration and tournament operations experience preferred.
- Excellent verbal, written, and presentation skills are required.
- PGA Member or Apprentice or desire to pursue considered a plus but not required for consideration.

### **COMPENSATION/BENEFITS:**

- Starting base salary range of \$36,000 - \$38,000, depending on experience and qualifications.
- Bonus structure for accomplishing or exceeding goals.
- Medical, prescription drug, dental, vision insurance after probationary period.
- Paid Vacation, holidays and sick leave.
- Opportunity for advancement / promotion.
- Reunion Resort Privileges.
- PGA Dues and PGA Education.

### **APPLICATION DETAILS:**

- Deadline for Resumes: Friday March 3, 2017
- Anticipated Start Date: April 2017
- Directions to apply:
  - Please email Cover Letter and Resume to [NFPGA@PGAHQ.COM](mailto:NFPGA@PGAHQ.COM)
  - Cover letter should be addressed to Rich Smith, PGA - - Executive Director/CEO, North Florida PGA
  - Subject of email should be **(Position, Last Name, First Name)**
  - You will receive confirmation your application has been received.
  - You will be contacted with further information by early March.
  - **Important Note:** Employer does not wish to be contacted directly or indirectly on your behalf other than your application as described above until and unless you are notified otherwise following your submission. If you include references with your application on your Resume, we will contact references at our discretion and do not wish to be contacted by them directly.
- The North Florida PGA is an equal opportunity employer.