

Missouri Golf Association & Missouri Junior Golf Foundation

Position: Manager of Media, Marketing & Communications
Reports to Executive Director

JOB OBJECTIVE: Exciting opportunity to join the Missouri Golf Association (MGA) team in a newly created full-time position to create, manage and develop delivery of our media, marketing, and communications channels to help promote and support the mission and vision of the organization. This position will develop, plan, and promote the organization's activities and services as we aim to advance golf in Missouri.

PRIMARY DUTIES AND RESPONSIBILITIES: Qualified applicant will lead the media, marketing, and communications efforts of a USGA Allied Golf Association and the Missouri Junior Golf Foundation. Some specific duties include, but are not limited to:

- Develop and execute a comprehensive communications and marketing plan for both associations including website updates, event coverage, social media postings, e-mail marketing and campaigns.
- Ensure timely posting of content to appropriate web sites, photo galleries and social media sites (i.e., Facebook, Twitter, Instagram, Periscope, YouTube, SmugMug).
- Create a digital marketing package utilizing the MGA's media assets.
- Provide tournament coverage writing pre-event press releases, daily and post-tournament recaps.
- Distribute press releases to media contact database.
- Manage e-mail newsletter sent to MGA members on the 1st and 15th of each month.
- Develop and manage relationships with local, state, and national media.
- Serve as staff photographer at championships and events.
- Recruit, hire, manage and train summer Tournament Media & Communications Intern(s)
- Download, identify and archive photographs on office server.
- Provide video coverage and player interviews during tournaments.

- Manage and update association yearbooks following each event.
- Create post-championship highlight videos.
- Develop and execute marketing plan for MGA License Plate Campaign.
- Manage MGA Hole-in-One program.
- Identify potential media and marketing opportunities to further the MGA & MJGF's exposure.
- Assist with general tournament administration/golf course preparation and breakdown

Requirements:

- Bachelor's Degree in Marketing, Journalism, Public Relations, social media, Communications, or related field.
- Strong work ethic, personable and charismatic communication skills while working in a fast-paced team environment.
- Excellent A.P. news style writing and editing skills, with the ability to work under pressure and meet deadlines.
- Strong background working with Social Media Platforms (Facebook, Twitter, Instagram, etc.).
- Photography and photo editing experience.
- Up-to-date computer skills (i.e., Microsoft Office Suite, Adobe Creative Suite).
- Experience with email marketing software (Vertical Response, Constant Contact), web site management and with HTML is a plus.
- Willingness to travel overnight for consecutive days (approximately 50 days annually).
- Ability to work long hours including early mornings and weekends.
- Knowledge of and passion for the game of golf is preferred.
- Have own transportation and valid driver's license.
- General office administrative tasks (answer phone calls, email requests) and other duties or projects as assigned by the Executive Director.

Compensation and Benefits:

- Salary will be commensurate with experience
- Health Insurance after 60 days
- 2 weeks' vacation first year
- Travel Expenses provided
- 401(k) plan

- Great working environment
- Cell phone reimbursement
- Office hours 8:30 – 4:30

Application Process:

To Apply: Send Cover letter, resume, and three professional references to Scott Hovis, Executive Director at shovis@mogolf.org with “Manager of Media, Marketing & Communications” in subject line

The Missouri Golf Association is an Equal Opportunity Employer

For more information about the Missouri Golf Association, visit www.mogolf.org