



## **JOB LISTING DIRECTOR, MARKETING**

Founded in 1901, the Northern California Golf Association is the largest allied golf association in the United States. The NCGA has roughly 200,000 members who belong to more than 1,300 member clubs throughout Northern California. The NCGA vision is “to ensure the game is vibrant, inclusive, and accessible” and is focused on enhancing the lives of Northern California golfers by helping them enjoy the benefits of golf for a lifetime. As a key partner with the USGA, the NCGA provides its members with official handicap indexes and helps oversee several critical governance areas for the game of golf. The NCGA owns and operates two golf courses (Poppy Hills and Poppy Ridge), conducts more than 650 days of golf events each year, including championships and competitive golf tournaments for all abilities, and casual golf outings and trips. The NCGA also publishes *NCGA Golf* magazine, *NCGA PLUS* digital magazine, and secures exclusive member discounts on products and services. Through the NCGA Foundation, the organization created and expanded Youth on Course, which provides kids access to golf for \$5 or less at over 1,700 golf courses across the US and Canada.

**Position:** Director, Marketing

**Status:** Exempt

**Reports to:** Chief Marketing Officer

### **POSITION SUMMARY:**

The Director of Marketing oversees the functional areas of Marketing, Membership, Communications, Revenue, Advertising, and Sponsorship programs for the NCGA. Directly and through positions supervised, this position is responsible for increasing and retaining NCGA members, growing member and club participation, and strengthening the NCGA brand.

### **DUTIES AND RESPONSIBILITIES:**

- Create and implement marketing plans and business development strategy for the NCGA and its member clubs.
- Manage the NCGA brand and evaluate ways to strengthen and grow it, ensure coordinated brand positioning exists for member/club communications.
- Oversee NCGA membership process, including retention, satisfaction, and acquisition initiatives/campaigns.
- Supervises all advertising policies for the NCGA publications, including all accounts payable and receivable, and coordinates contractual advertising agents.
- Promote participation of NCGA member clubs through targeted outreach and engagement of club officers.
- Regularly evaluate department policies and practices to develop or modify best practices and future plans.
- Supervises four full-time employees, responsible for all HR related functions for these positions (recruiting, onboarding, employee relations, performance management, etc.).
- Develops annual Marketing budget and monitors revenue and expenses.

### **REQUIRED QUALIFICATIONS:**

- Bachelor's Degree
- 10+ years of experience in marketing, program development, communications, or sales.
- Experience implementing campaigns and/or membership programs.



- Advanced knowledge of various computer software programs including Microsoft Office suite, Google Drive suite, Hubspot, MemberPlanet, and SaltedStone.
- Strong marketing, strategic thinking, project management, and relationship management skills.
- High level of attention to detail, and ability to handle several tasks simultaneously.
- Ability to work well in a team-oriented work environment as well as work well individually with general supervision.
- Strong communication and organizational skills, priority setting, and data-based decision making.
- Excellent customer service and interpersonal skills, strong communication and organizational skills.
- Knowledge of, and passion for the game of golf (strongly preferred).
- Ability to analyze and integrate processes, systems, and information.
- Use databases and/or informational resources to deliver program services
- Knowledge of cost-benefit/financial analyses.

**PREFERRED QUALIFICATIONS:**

- Knowledge of and passion for the game of golf (strongly preferred).

**WORK SCHEDULE:**

- Monday to Friday, 8am-5pm, with some nights and weekends required.

**COMPENSATION AND BENEFITS:**

This is a full-time, Exempt position. salary will be 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 premiums paid by the employee. Participation in the company's 401k plan after one full year of employment. PTO, holidays, meals, and golf benefits also included.

**APPLICATION INSTRUCTIONS:**

The Northern California Golf Association is an Equal Opportunity Employer.

To apply, please send a resume, cover letter, and references to Patrick Glaessner, Senior Director of Human Resources.

- E-mail: [pglaessner@ncga.org](mailto:pglaessner@ncga.org)