



Job Description

Job Title:	Assistant Director of Communications
Organizational Unit:	Communications & Marketing Department
Reports To:	Director of Communications & Marketing
FLSA Status:	Exempt

JOB SUMMARY:

Develops and implements a broad-based communications plan to support the SCGA's business goals and objectives. Manages the editorial direction and develops supporting content for various SCGA communications vehicles. Serves as a brand ambassador, ensuring proper messaging and adherence to AP style, as well as to the SCGA's branding standards.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Manages broadband communications activities:
 - Develops and manages external communications, including media relations and issues management
 - Creates and executes internal communications program for board, staff and volunteers.
 - Serves as media relations contact for SCGA Championships and other initiatives
 - Develops and manages SCGA photos and editorial archives.
 - Provides strategic communications oversight to other SCGA departments.
- Manages the editorial agenda and design for digital communication vehicles including all newsletters, scga.org and foremagazine.com, including:
 - Manages freelance writers for blogs, features, profiles and other stories.
 - Maintains story assignment matrix and editorial calendar
 - Constantly monitors effectiveness and analyzes data to continue to enhance effectiveness
 - Comfortable working with a CRM platform, CMS system and mass email client
- Manages the SCGA's primary print publication, FORE Magazine, a quarterly golf and lifestyle magazine. Responsibilities include:
 - Manages all editorial content
 - Plans editorial agendas and manages freelance writers, photographers and designer
 - Manages all associated vendor relationships (e.g., designer, printer, digital company, etc.).
- Oversees the SCGA's strong, visible social media presence
- Provide general oversight and work closely with the SCGA Junior Golf Foundation and communications manager to oversee all collateral, including digital and print material, as well as advise on a general communications and marketing strategy

- Manages community relations program and supports the Association’s governmental affairs efforts
 - Manages a number of community-based partnerships and events

- Works closely with assistant director of marketing to develop and execute content marketing strategies and initiatives
 - Includes editorial support of sponsorship and partnership contracts

- Supervises the department’s communications manager, and provides guidance for Association’s intern

- Handles and performs special projects and other duties as may be assigned by the Director of Communications and Marketing.

PERSONAL COMPETENCIES:

To perform the job successfully, the Assistant Director of Communications must demonstrate the following competencies: performs multi-tasks under pressure; adheres to time deadlines; analyzes and processes complex and diverse information; identifies and resolves problems in a timely manner; listens to others and solves conflicts; develops and maintains strong professional relationships with others; integrates diverse viewpoints and opinions working with staff, volunteers and industry stakeholders; speaks clearly and persuasively and demonstrates group presentation skills; conveys a professional demeanor; builds morale and teamwork; adapts well to changes in the work environment and implements effective changes to improve results; looks for ways to improve and promote quality and increase productivity; manages and develops employees’ skills and work habits; works within approved budgets; develops strategies to help achieve SCGA’s communication and marketing objectives; prioritizes and plans work activities; demonstrates accuracy and thoroughness; and meets productivity and quality standards of the Communications & Marketing Department.

Education and Experience:

Bachelor’s degree (B.A.) in Journalism, Communications, Public Relations or English from a four-year college or university, and 5-7 years of relevant experience in managing editorial; or an equivalent combination of education and significant experience with editorial are required. Must have experience with cameras and photo editing.

Computer Skills:

To perform this job successfully, an individual must have experience in using computers and be proficient in using word processing, spreadsheet, and database or contact management software, including Microsoft applications, e.g., Excel, Word, PowerPoint, Outlook, and other Windows software. Must also be proficient in using design and publishing software programs, e.g., Adobe Photoshop, InDesign or Adobe Illustrator.

Other Qualifications:

Requires ability to operate a car safely, and must have a valid driver’s license and provide proof of insurability. The job requires some travel as necessary (both by car and airplane) with overnight stays.

Working in the SCGA’s Communications and Marketing Department:

Join this fast-paced team of sports enthusiasts and design and create some of the golf industry's most unique and compelling membership and marketing programs. Work effectively in a team environment that thrives off collaboration and out-of-the-box thinking. Work hard, play hard. That's our team. Only super sharp applicants need apply.

To Apply: Please send cover letter and resume to fmoore@scga.org by Dec. 4.