



**Job Title:** Assistant Director of Marketing  
**Organizational Unit:** Communications & Marketing Department  
**Reports To:** Director of Communications & Marketing

**JOB SUMMARY:**

Develops and implements a broad-based marketing program to support the SCGA and the SCGA Junior Foundation’s business goals and objectives. Supports association initiatives to grow and retain membership.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Assists with the design and implementation of the marketing plans for the SCGA and SCGA Junior to achieve their strategic business objectives, specifically membership growth, retention and development.
- Manages and promotes the SCGA brand by maintaining a brand identity system and portfolio, creating key messages for SCGA marketing events and initiatives. Oversee brand application to all communications vehicles (e.g., magazine, website), work with departments to manage branding standards for their activities (e.g., tournaments, seminars, presentations), identifies and organizes business/brand development activities, and plans and administers the SCGA’s marketing budget.
- Works closely with the SCGA’s Membership Development and Club Services teams to support membership growth and retention as well as technology adoption by the 1,400 SCGA Member Clubs.
- Formulates and implements marketing policies and provides consultation and advice to internal department heads.
- Manages SCGA TV video program, including outside contractor team. The award-winning program exceeds 1 million total views annually.
- Manages outside freelance designers, ensuring SCGA collateral standards are maintained, deadlines are met and costs are within budget.
- Supports outside sales team members with marketing and sales collateral.
- Oversees the following programs run by the Marketing Coordinator:

- SCGA's Hall of Fame/Annual Meeting
- Awards Program
- Advertising placement and revenue tracking
- Member outreach events at in-market golf retailers and PGA TOUR events
- 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 Marketing must demonstrate the following competencies: performs multi-tasks under pressure; adheres to time deadlines; identifies and resolves problems in a timely manner; 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; looks for ways to improve and promote quality and increase productivity; 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 Marketing, Communications, Public Relations or English from a four-year college or university, and 2-4 years of relevant experience. Must have experience with photo editing software. Must possess strong work ethic as well as analytical and problem-solving skills, have outstanding oral and written communication skills, possess strong interpersonal skills, and be detailed oriented and well-organized.

**Personal Skills:**

Must have a demonstrated proficiency with MS Office, FTP protocols, HTML and Adobe Creative Suite software, and a working knowledge of social media best practices (YouTube, Twitter and Facebook) including. Strong experience with Google Analytics, ad buying including Social Media and Google Pay-per-click, CRM systems and mass email services such as MailChimp preferred.

**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.

**Please send applications to Frank Moore, director of communications & marketing, at [fmoore@scga.org](mailto:fmoore@scga.org). Deadline is 5 p.m. Friday, July 13, 2018.**