



Southern California Golf Association

Job Description

Job Title: SCGA Communications Coordinator
Reports To: Asst. Director of Communications;
Dotted line to Director of Championships & Golf Operations
FLSA Status: Non-Exempt
Date Created/Revised: August 2021

About the SCGA:

The Southern California Golf Association is devoted to providing all Southland golfers with the best experience possible. Its primary goal is to enhance the enjoyment of the game for those who actively live the golf lifestyle or have just learned to swing a club. Advocating on behalf of our community of passionate golfers, the SCGA provides accessible and affordable opportunities for anyone looking to be involved with the game.

Job Summary:

Supports the development and implementation of the SCGA's broad-based communications and marketing programs. Serves as a brand ambassador, assisting with the creation and development of content messaging, as well as the SCGA's branding standards. Also serves as a primary contact with membership and must demonstrate superior customer service and interpersonal and written skills. Also serves as the department's primary liaison with the Championships & Golf Operations (C&GO) department to integrate C&GO's efforts into the broader scope of the Association's communications.

Essential Responsibilities include:

Communications & Marketing

- Collaborate with various internal departments to support member club growth and membership development initiatives
- Develop and manage content for scga.org and all SCGA digital communications, including its bi-weekly newsletter. Ensures all communications meet the organization's strategic needs and maintain the Association's branding standards.
- Manage scga.org, including daily homepage content and sitewide updates
- Write and edit articles for FORE magazine and scga.org as needed
- Monitor and contribute to SCGA digital communications calendars, including newsletters, special events and digital advertising
- Support the distribution of the Association's various digital newsletters
- Interface with vendors, including designers, printers and mailing services

- Support the production of FORE magazine
- Research, recommend and advise management on new technologies, trends and web/interactive practices by participating in association events, membership initiatives and professional development opportunities
- Handle general member inquiries
- Handle and perform other work assignments and duties as may be assigned

Championships & Golf Operations

- Oversee and executes the Championships & Golf Operations department's communication and marketing efforts to participants, volunteers and the general membership in coordination with the SCGA Communications and Marketing Department
- Manage the department's communication schedule
- Prepare pre- and post-event templated correspondence to participants
- Provide strategic direction for, and oversee, mass communications to Rules Officials and other stakeholders
- Monitor participation levels at all the department's events and implement strategies to increase numbers
- Edit the department's web pages and support social media strategies
- Manage materials for championships and other programs, including Player Handbooks, digital assets, and other branding collateral on-site
- Assist with SCGA marketing collateral, including event-specific schedules
- Provide strategic direction for the department's SCGA educational platforms, including its FORE Magazine contributions
- Assist in the production of videos or photo shoots to support key initiatives
- Coordinate the coverage and assistance of media members at SCGA championships

Knowledge, Skills and Abilities:

- Ability to multi-task 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
- Ability to regularly identify ways to improve and promote quality and increase productivity
- Consistently identifies ways to improve and promote quality and increase productivity
- Regularly demonstrates accuracy and thoroughness and meets productivity and quality standards of the SCGA's Communications & Marketing and Championships & Golf Operations Departments

Education and Experience:

Bachelor's degree (B.A.) in Journalism, Communications, Public Relations or English from a four-year college or university or an equivalent combination of education and experience working with a communications and marketing department are required. A minimum of two years of experience in communications, preferably within the golf industry. 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. A strong knowledge of the game of golf and its Rules is preferred.

Other Qualifications:**Communication Skills**

Ability to read and comprehend written or oral instructions, correspondence, and memos. Ability to read, analyze, and interpret general business or trade periodicals, professional journals, technical procedures and governmental regulations. Ability to write memos, reports, correspondence, procedure manuals and other documents. Ability to effectively present information and respond to questions from board members, managers, employees, members, volunteers and the public.

Computer Skills

Must have demonstrated proficiency with Adobe Creative Suite and MS Office. HTML software experience a plus.

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.

Physical Demands:

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.

The employee is frequently required to reach with hands and arms. The job requires employee to have dexterity in using telephone, computer keyboard, mouse and calculator while seated at a desk and ability to climb stairs. The employee is occasionally required to stand, walk, climb or balance. The employee must regularly lift and/or move up to 15 pounds and occasionally lift and/or move up to 45 pounds. The employee frequently moves within the building to interact with fellow employees. Specific vision abilities required by this job include close and distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. Must be able to operate standard office equipment, such as computer, calculator, fax machine, photocopier, etc.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to work in an office environment or outside for certain events, and the noise level is usually quiet to moderate.

To Apply:

Applicants must submit a cover letter and résumé to Jonathan Coe (jcoe@scga.org). This position will be open until filled.

This job description is subject to change based on the qualifications of the successful candidate.

SCGA is an Equal Opportunity Employer. In addition, the organization will consider qualified applicants with criminal histories in a manner consistent with the Los Angeles Fair Chance Initiative for Hiring.