



JOB POSTING

VIRGINIA STATE GOLF ASSOCIATION

Title: Director, Marketing and Communications

Reports To: Executive Director

Location: Midlothian, Virginia

About the VSGA

Founded in 1904, the Virginia State Golf Association (VSGA) is a 501(c)(3) nonprofit that serves more than 300 member clubs and 85,000 golfers throughout the Commonwealth. As an Allied Golf Association of the United States Golf Association (USGA), the VSGA is the trusted steward of amateur golf in Virginia, dedicated to promoting the game and supporting the clubs and golfers that play it. The association provides handicapping services through the World Handicap System, manages the state's course rating and measuring program, and offers a full calendar of championships and events for players of all ages and skill levels. The VSGA also delivers value through its VIP Card program, adaptive golf initiatives, educational opportunities, and a broad range of communications and member benefits that strengthen and celebrate the Virginia golf community.

Position Overview

The Director, Marketing and Communications leads the association's marketing efforts to promote its programs and services to both member and non-member golfers through a variety of channels. This in-person role oversees all marketing and communications functions, including print, digital, and grassroots initiatives; print publications such as *Virginia Golfer* magazine; and digital communications distributed via social media, email, and VSGA.org. The ideal candidate is passionate about expanding awareness of the association and effectively promoting its programs, able to manage initiatives within a defined budget, comfortable engaging directly with clubs and golfers both electronically and in person, and capable of juggling multiple priorities within a small but dynamic staff. Responsibilities include:

Marketing

- Lead the VSGA's efforts and collaborate with all departments to develop and execute integrated marketing strategies across various communications platforms with a goal of attracting, engaging, and retaining members and increasing participation in VSGA programs and events.
- Track and measure the success of marketing plans and campaigns, manage marketing timelines, create content assets for media, discover new marketing leads, and ensure communications and marketing messaging is timely and high quality.
- Monitor marketing campaigns, programs and website performance metrics to make strategic decisions on marketing efforts.
- Design or oversee the design of print or digital marketing materials needed to deliver campaigns or highlight association activities.
- Collaborate with the Senior Director, Member and Club Services on the enhanced utilization of HubSpot as our CRM tool. Goals include membership growth and engagement as a result of creating workflows and strategies to connect with golfers in personal, segmented, and automated ways.
- Assist in identifying and engaging with golfers in Virginia, especially core golfers (8+ rounds per year), who are not currently affiliated with the VSGA.
- Ensure the VSGA branding guidelines are followed and implemented appropriately, including joint logo usage alongside the USGA logo.
- Spread awareness of the charitable activities of the VSGA and its affiliated entities, the VSGA-VIP Scholarship Foundation and the Virginia Golf Hall of Fame, and educate members on how they can support these activities in a tax-deductible way.

Digital and Print Media & Communications

- Work alongside and oversee the Manager, Media and Communications to develop a communications strategy related to all communications tools, including, but not limited to, VSGA.org, member emails, social media, and *Virginia Golfer* magazine.
- Oversee and support the Manager, Media and Communications in the execution and distribution of *Virginia Golfer* magazine (~60k circulation), help identify storylines, and discuss and propose improvements to the magazine for the future.
- Identify opportunities and produce content to highlight golfers and clubs around Virginia using photography, drone footage and other forms of storytelling.
- Build a database of imagery of golf courses, golfers, volunteers and staff for use now and in the future.
- Ensure we are sharing relevant golf stories, outside of VSGA events, using our digital platforms for efficient and consumable delivery.
- Serve as a resource and point of contact for our third-party advertising sales group and assist as needed in the delivery of digital or print advertising assets.
- Assist in maintaining a network of public relations and media contacts.

Outreach & Events

- Facilitate and oversee visits to VSGA green-grass member clubs to distribute materials, promote VSGA services, gather information about the club, and explore ways to enhance the VSGA's service offerings.
- Communicate with VSGA social golf groups, attend their events, and engage with members to promote VSGA benefits and services.
- Review our tournament media coverage to ensure it is meaningful and easily consumable.
- Attend VSGA championships, One-Day events, Junior Golf Circuit events, and USGA qualifiers to spotlight the event, players and host club through various communication channels.
- Collaborate with the Manager, Media and Communications to develop a comprehensive event coverage schedule and strategy, focused on VSGA championships, that involves staff and interns.
- Attend and highlight non-VSGA events in the region that are of interest to VSGA members.

General Administration & Collaboration

- Supervise the Manager, Media and Communications and any marketing and communications interns to ensure alignment with marketing and communications goals and execution.
- Support the creation and management of a budget in collaboration with staff from all associated departments.
- Assist with creating presentations to support association needs, including Board meetings, Annual meetings, sponsor decks, Scholarship Day, and the Virginia Golf Hall of Fame Induction Ceremony.
- Provide input on policies, procedures, and resources related to marketing and communications.
- Collaborate with other VSGA departments (competitions, member and club services, member programs, etc.) to stay up to speed on all association initiatives and goals.
- Represent the VSGA at meetings, events, and conferences, as assigned, including board and committee meetings.

Qualifications

- College degree is preferred.
- Demonstrated, relevant experience in marketing, communications, photography, video, media, design, and/or print, preferably in golf, sports administration, or association management.
- Experience in creating multiplatform content strategies using major and emerging social media platforms.
- Experience using data and analytics to understand consumers' behaviors across various touchpoints.
- Experience using HubSpot or a similar CRM.

- Excellent communication skills, both written and verbal, with the ability to engage with a wide range of constituents in a positive manner.
- Strong organizational and project management skills and attention to detail, with the ability to manage multiple priorities and deadlines.
- Ability to travel independently and with staff and/or volunteers for association business.
- Ability to live in the Richmond, Virginia area.

Compensation & Benefits

- Salary is commensurate with experience and qualifications.
- Paid medical and dental insurance.
- Life insurance, short-term and long-term disability.
- Eligible to participate in company 401K including company contribution after one year of service.
- Paid time off (PTO) and paid holidays.
- Paid expenses while on business travel.
- Monthly cell phone stipend to compensate for business related costs.
- Use of pool vehicles for company business.

To Apply

Interested candidates should email a cover letter and resume to msmiley@vsga.org. Interviews for those selected will be conducted as soon as practicable. The position will remain open until it is filled.