



## **JOB DESCRIPTION**

### **Marketing & Membership Coordinator**

Founded in 1901, the Northern California Golf Association is one of the largest regional golf associations in the United States, with more than 170,000 individual members who belong to more than 1,400 member clubs throughout Northern California and into Nevada. Its mission statement is “to support and promote the game of golf”. Among other services, the NCGA provides its members with official handicap indexes, owns and operates two golf courses (Poppy Hills and Poppy Ridge), annually conducts more than 50 championships and over 500 days of competitive golf for all abilities, sponsors casual golf outings, travel, and special events, publishes *NCGA Golf* magazine, secures exclusive member discounts on products and services, and created and is expanding the Youth on Course Foundation.

#### **Marketing & Membership Coordinator**

**Availability:** Immediately

**Position:** Full-time                      **Status:** Hourly

**Reports to:** Director of Growth

**Member:** Growth team

#### **OBJECTIVES:**

- Retaining/Growing Clubs and Memberships
- On-Boarding New Clubs/Members
- Club Officer and Member Engagement

#### **CORE RESPONSIBILITY:**

- Assist marketing/business development for NCGA member Clubs
- Ensure that club officers are engaged and up-to-date on critical information for running club, attracting members, and informing of NCGA benefits
- Conducts bi-annual review of what works, what doesn't to develop best practices and future plans
- Leads execution of plans, either directly or through other team members

#### **KEY PROJECTS:**

- New Club On-Boarding and Member Planet on-boarding and training to drive adoption of assets
- Execute Participation Marketing program and other Member outreach
- Help with the execution of Club engagement roadshows and communication across newsletters, webinars, and face-to-face meetings – Officers and Ambassadors
- Social Media assist
- Maintain updated Membership lists for segmented digital communications
- Supports safe work habits and a safe working environment at all times.

## **QUALIFICATIONS**

To perform this job successfully, an individual must possess a strong attention to detail, good people skills, team player attitude, ability to handle several tasks simultaneously, strong communication and organizational skills, good writing skills and a strong work ethic. Project management, customer service ability required. Additionally, must possess a passion for the game of golf. The requirements listed above are representative of the knowledge, skill, and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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## **EDUCATION and/or EXPERIENCE**

College degree in marketing, business, communications or relevant field of study. Work experience in customer service-based environment, project management, or communications.

## **LANGUAGE SKILLS**

Excellent demonstrated written and oral communication skills. Ability to communicate effectively with guests, management, vendors/suppliers, club staff and management, the general public and other employees of the NCGA. Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.

## **COMPUTER/BUSINESS MACHINE SKILLS**

Advanced knowledge of various computer software programs including Microsoft Word, Excel, Powerpoint, CRM solutions and HTML.

## **REASONING ABILITY**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving variables in standardized situations.

## **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is continuously required to talk and hear. The employee continuously is required to sit. The employee is occasionally required to stand and walk. Specific vision abilities required by this job include close vision. The employee is occasionally required to lift 15 pounds. The employee is usually indoors in a controlled environment with low noise levels and occasionally outdoors in an uncontrolled environment.

## **OTHER QUALIFICATIONS**

Must have reliable transportation, valid driver's license and provide proof of insurance. The job requires travel as necessary with overnight stays. NCGA will reimburse mileage expenses at IRS-approved rate.

## **COMPENSATION AND BENEFITS**

This is a full-time, hourly position. Wages and benefits are 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 a portion paid by the employee. Participation in the company's 401k plan after one full year of employment. Vacation, holidays, golf benefits and sick time also included.

The Northern California Golf Association is an Equal Opportunity Employer.