



Marketing + Community Engagement Manager

First Tee – Sandhills Overview

We are a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges. By seamlessly integrating the game of golf with a life skills curriculum, we create active learning experiences that build inner strength, self-confidence, and resilience that kids can carry to everything they do.

Position Summary

Individual will work collaboratively with First Tee – Sandhills staff, partners, and supporters to help further the mission. They will provide support and assistance with the implementation of marketing, public relations, and promotional strategy for the organization.

They will be tasked with creating, implementing and overseeing the execution of effective messaging that grows awareness, increases youth participation and volunteer involvement, while driving new individual and corporate donor dollars. Individual will perform a variety of task, such as creation and development of print and online advertising, email marketing, website management and content development, and an increased social media presence – all that passionately tell our story on a cost efficient marketing budget.

This position offers a unique opportunity for exposure to all aspects of nonprofit management as part of a growth-orientated organization. Individuals should have a strong work ethic and effective communication skills, demonstrate flexibility, show enthusiasm and take initiative. Applicants should be of good character and reputation, and have a desire to carry out the mission of First Tee by mentoring to youth.

Duties & Responsibilities by Area of Focus

In addition to the areas highlighted in the overall job description; the individual will be responsible for the following specific duties in the four major areas of the organization's operation:

Communications & Marketing Oversight

- Develop and oversee annual metric goals for consumer engagement
- Oversee 12 Month Communication Plan including but not limited to,
 - Social Media Platforms
 - Targeted Monthly Newsletters
 - Press Releases
 - Flyers/Posters
 - Annual Impact Reports
 - Photography & Videography
- Work within a provided budget to schedule paid digital and print ads
- Maintain and update the organization's website
- Assist with updating annual donor acknowledgement letters and mailers
- Assist in drafting grant letters and materials
- Maintain a thorough understanding of First Tee brand voice and guidelines
- Oversee a Seasonal Communications + Marketing Intern Role

Special Events & Fundraising Support

In conjunction with Executive Staff and BOD Committees, help execute annual initiatives including, but not limited to,

- Strategize, Plan and Manage all Fundraising Events (Kick Back at the Cradle, Smokin' in the Pines, Drive 4 Kids, Breakfast at the British +++) and their execution
 - Track metrics tied to all events – attendance, budget, marketing materials, messaging (pre/post)
 - Collaborate on seeking out new fundraising events and opportunities

- Assumes responsibility for fundraising efforts in non-traditional markets such as auctions and raffles by identifying opportunities, scheduling on calendar and obtaining items for auction and acquiring donations
- Aid in the development, planning and logistics for donor related events – appreciation days, cultivation events ++
- Coordinate materials and marketing for pre-event registration and event day execution
- Ensure adequate photography and videography coverage for all events
- Implement a structured reporting process for events, fundraising and community development to assess effectiveness of activities awhile aiding in ongoing strategic planning

Volunteer Program Recruitment & Retention Support

In conjunction with the Volunteer Coordinator, provide support in key areas including,

- Preparing solicitation materials for volunteer recruitment
- Fulfilling sponsor packages connected to the volunteer programming
- Preparing annual thank you messages, thank you events and general volunteer program recaps
- Ensure proper photography and videography coverage for recapping volunteer engagement in all outlets

Programs Support

- Be able to answer basic program questions, schedule inquiries and First Tee Program FAQs
- Aid in registration process, ensuring all registrations have been completed
- Be able to communicate with parents/guardians how to complete online registration, answer basic program related questions, and schedule changes

Preferred Qualifications

- A Bachelor's degree from an accredited college
- Minimum of three (3) years of experience, including internships, with a focus on marketing, digital media, PR, communications and/or sports marketing or similar field work
- Proficient computer skills in Microsoft Office and Google Drive; database experience a plus
- Prior knowledge of Constant Contact, Survey Monkey, Canva, Wordpress, Adobe, and other graphic design, communication, and social media tools
- Detail oriented, responsive, well organized; excellent time management skills
- Excellent verbal and written communication skills
- Creative minded self-starter who can multitask well
- Able to work evenings and weekends as needed for execution of roles and responsibilities
- Reliable personal transportation as schedules could require commutes of up to 60 miles one-way
- Lift up to 25lbs and work in variable outdoor weather conditions for up to four hours at a time

Salary Range and Job Type

- Pay will commensurate with experience
- Staff clothing
- Business travel mileage reimbursement
- Cell phone stipend
- Continued education & training

How to Apply

Applications must be submitted in .pdf format. To be considered, they must include a Cover Letter, Resume, and two (2) references with a direct tie to experiences on your resume from the last two (2) years. References may not be family members. Please include the following for each reference: Full Name, resume experience of association, best phone number, and email address.

Contact Information

Courtney Stiles, Executive Director

Email – cstiles@firstteesandhills.org | 910.255.3035

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel. The incumbent must have the abilities or aptitudes to perform each essential function with or without reasonable accommodation. FTS is a dynamic work environment where positions evolve and change. Therefore, FTS reserves the right to modify, delete, or add job duties, responsibilities, and skills that are stated in this job description at any time.