



EMPLOYMENT OPPORTUNITY – GOLF HOUSE KENTUCKY

Title: Director, Communications & Marketing

Reports to: Executive Director

Application Deadline: Open Until Filled

Application Process: Submit resume, cover letter and references to Brent Paladino, Executive Director via e-mail at bpaladino@kygolf.org

OVERALL JOB SUMMARY

The Director, Communications & Marketing will have overall responsibility for the communications of Golf House Kentucky including development and delivery of effective marketing and communications strategies, internal and external communications, public relation activities, press releases, website management, web content publication, graphic and creative management, media relations and social media.

SPECIFIC JOB RESPONSIBILITIES

Communications: Responsible for managing the day-to-day communications and marketing operation of Kentucky's Family of Golf Organizations.

- Develop comprehensive communications plan for the association that includes daily schedule of website updates, tournament coverage, social media postings, and marketing.
- Responsible for all AP Style written tournament communications pieces for Golf House Kentucky. This includes tournament previews, player storylines, daily recaps, summaries and results. Responsible for posting all communication pieces to kygolf.org and Golf House Kentucky social media pages, and distributing to all media outlets
- Develop human interest story ideas and execute on those ideas in order to highlight outstanding Kentucky PGA Professionals and Kentucky Golf Association members
- Design all promotional material including emails, posters, web banners, and logos
- Develop, implement and execute a marketing plan for all Golf House Kentucky events including email, social media, web, print, and other avenues of promotion
- Cover Kentucky PGA and Kentucky Golf Association members playing in national championships and marquee events, including daily updates on social media, preview and recap stories

Website: Directly responsible for updating and maintain association's website (kygolf.org) including updating news stories, scoring links, results, history and static pages.

Social Media: Manage the association's social media presence on Facebook, Twitter and Instagram. Responsible for posting kygolf.org stories to social media, creating daily content plan and executing an engaging campaign through graphics, videos, articles and interviews.

Inside Kentucky Golf: Coordinate all Inside Kentucky Golf activities and serve as the staff liaison with producer. Responsible for promoting the show, posting all content to association's YouTube page and using segments for social media posts throughout the season.

Marketing: Work closely with Executive Director to develop and execute content marketing strategies and initiatives that promote the Golf House Kentucky brand and its related organizations.

Sponsorship: Direct the sale of digital and print advertising that align with the values of the Golf House Kentucky brand

Additional Responsibilities:

- Serve as the staff liaison for related Committee(s) to assist with organizing meetings and activities.
- Collaborate and assist with marketing and promotions for events.
- Collaborate on special projects as assigned
- Assist with additional Golf House Kentucky programs and competitions as needed, including junior golf tournaments, foundation events, amateur and professional competitions

QUALIFICATIONS

- Strong written, verbal, and public relations skills to effectively communicate the Golf House Kentucky message
- Must be organized, detailed, and possess good project management skills
- Must have the ability to interact positively with the GHK staff, players, host club staff, and volunteers
- Ability/willingness to travel to events
- Previous experience creating content for and managing social media platforms
- Bachelor's degree (Marketing, Journalism, Public Relations, Communications) and/or one to four years related communications/marketing experience
- Passion for the game of golf is preferred

RECOMMENDED COMPUTER SKILLS

- Microsoft Office (Word, Access, Excel, PowerPoint, Outlook)
- Experience with Content Management system (Wordpress, ExpressionEngine, etc..)
- Experience with email marketing software (Mail Chimp, Constant Contact, etc.,)
- Experience with Adobe Creative Suite (Photoshop, Premiere Pro, and Illustrator)
- Experience with golf tournament management software (TPP, USGA TM/Golf Genius, BlueGolf)
- Basic knowledge of HTML/CSS

COMPENSATION & BENEFITS PACKAGE

Salary commensurate with experience and qualifications. Package will include health and dental insurance, work related travel reimbursement, education seminars, PGA dues paid (if applicable), cell phone reimbursement and vacation as outlined in team handbook.

APPLICATION PROCESS

Position open until filled based on the mutual needs of Golf House Kentucky and the successful applicant. **To apply, submit resume, cover letter, and references via e-mail to Brent Paladino, Executive Director at bpaladino@kygolf.org.**

ABOUT GOLF HOUSE KENTUCKY

Golf House Kentucky is the umbrella organization for Kentucky's Family of Golf Organizations: Kentucky Golf Association, Kentucky PGA and Kentucky Golf Foundation. The vision of Kentucky's golf leaders, Golf House Kentucky was founded in 1978, and is headquartered in a picturesque country setting in Louisville, Kentucky. Golf House Kentucky conducts competitions for golfers of all ages, gender and skill levels (amateur and professional), and provides valuable services to Kentucky PGA professionals and member golf facilities. Working in partnership with the USGA, Golf House Kentucky provides individual golfers and member golf facilities with a wide range of services: Handicapping, USGA Course and Slope Rating, award programs, club consulting and golf management software. The family's philanthropic affiliate, Kentucky Golf Foundation promotes the Kentucky Golf Hall of Fame, Kentucky golf museum and provides grant and scholarship programs for youth in the Commonwealth of Kentucky.