



## **Job Description Program Coordinator**

### **Chapter Overview**

The First Tee of Greater Philadelphia is one Chapter of an international non-profit youth initiative called The First Tee. The First Tee was created in 1997 by the World Golf Foundation to provide young people of all backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity and sportsmanship. By engaging young people in a combination of life skills, leadership and golf activities, they also are exposed to positive traits that will help them achieve success in life. In the process, participants become valuable assets to their community. The First Tee Life Skills Experience is the unique component that sets The First Tee apart from many other successful junior golf programs and youth development programs through sport. Currently, TFTGP runs two Learning Centers at the Walnut Lane and FDR Golf Clubs and runs the Walnut Lane Golf Club.

### **Mission Statement**

To impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

### **Reporting**

The Program Coordinator reports to the Executive Director and works out of the Walnut Lane Golf Club.

### **Employment Status**

Full time (Salary & Benefits package)

### **Job Summary**

The Program Coordinator is responsible for assisting with the coordination, delivery and promotion of all programs and events for The First Tee and the Walnut Lane Golf Club. There will be a heavy emphasis on the oversight of all marketing and social media activities. The PC also assists with event planning, outreach and handles miscellaneous administrative duties.

## **Roles and Responsibilities**

### **Marketing**

- Oversee aspects of marketing initiatives including the development and implementation of an Annual Marketing Plan
- Coordinate social media initiatives, including Facebook, Instagram, LinkedIn, Twitter, Blog(s) and other identified tools
- Partner with Marketing Committee Chairperson to help drive the chapter initiatives
- Determine key advertising opportunities for coming year and plan accordingly (budget, timing, relationship, etc.)
- Assist with the development and execution of a Marketing Plan at Walnut Lane Golf Club

### **Events**

- Coordinate fundraising and non-fundraising events to include leading planning and execution
- Track all metrics tied to events; including attendance, budget (plan and actual), and marketing materials related to the event
- Collaborate and develop new events and focus on additional alternatives to generate revenue
- Coordinate volunteers and participants for Chapter events

### **Communications/Public Relations**

- Oversee and regularly update Chapter website to capture all facets of Chapter activities
- Produce monthly e-newsletter
- Partner with the staff to develop communications and strategies to tell TFTGP's story, objectives and successes to all targeted populations
- Work with the DD to establish relationships with key media partners that allow for greater exposure
- Grow and manage the Ambassadors Council to help become engaged in chapter events, giving, and mentoring opportunities.
- Serve as primary contact with our Public Relations firm
- Some nights and weekends may be required

## **Programs**

- Assist with training for volunteers, mentors and coaches of TFTGP
- Coordinate programming partnerships (green grass facilities) and monitor the effectiveness of such partnerships.
- Assist with implementing facility maintenance plan to coordinate the use of FDR and Walnut Lane Golf Courses as it relates to youth services
- Coordinate and recruit (program) volunteers, mentors, coaches (all levels) and program interns who will help to facilitate in the delivery of Life Skills Experience certification classes
- Assist with and coordinate all Site Coaches and other part-time staff assigned to programming

## **Administrative**

- Assist with administrative responsibilities as needed
- Make check/cash deposits at the bank
- Assist with the retail operation of the Walnut Lane GC, on occasion, when needed
- Coordinate First Tee schedules/programs for participants, coaches and volunteers
- Handle inquiries, gift acknowledgements and other correspondance related activities

## **Preferred Qualifications:**

- Bachelor's Degree
- Prior marketing and event management experience a plus
- Excellent written and verbal communication skills; strong organizational abilities
- Experience in identifying and managing program staff and volunteers
- Charismatic, personable, and motivational in working with youth and volunteers
- Able to travel to attend Academies, Coach Trainings, Chapter, Regional and Network Meetings

## **Compensation Package**

Coordinator-level salary commensurate with experience, health and dental insurance, SIMPLE IRA, and paid holidays & vacation

Contact: Bill Hyndman, Executive Director. The First Tee of Greater Philadelphia  
Website: [www.thefirstteephiladelphia.org](http://www.thefirstteephiladelphia.org)

Please send **resumes** to [whyndman@thefirstteephila.org](mailto:whyndman@thefirstteephila.org).