



Job Description
Program and Communications Manager

Chapter Overview

First Tee of Greater Washington, DC is one Chapter of a national/international non-profit youth initiative called First Tee. First Tee was created in 1997 by the World Golf Foundation to provide young people of all ethnic and economic 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. First Tee Life Skills & Golf Experience is the unique component that sets First Tee apart from many other successful junior golf programs.

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.

Reports to

First Tee Program and Communications Manager reports to the Director of Programming.

Employment Status

Full time, Exempt

Job Summary

First Tee Program and Communications Manager provides leadership to program and curriculum development, planning, and promoting instruction in accordance with First Tee Life Skills and Golf Experience. The Manager also is responsible for the supervision of daily golf operations, policy implementation, volunteer management, communication and social media and safety of all programs operated by First Tee of Greater Washington, DC.

Duties and Responsibilities

Programming

- Must become proficient in all aspects of The First Tee Life Skills Experience Curriculum and The First Tee Coach Philosophy
- Teach The First Tee Golf and Life Skills Experience and ensure administration of testing and certification
- Aid in registration and scheduling of golf course programming and special events
- Aid in developing curriculum and lesson plans for program locations.
- Aid in tracking participants' information through Salesforce.
- Create and maintain program documents such as registration and certification materials, schedule and special event notices, partner agreements, and program handbooks
- Aid in the chapter's progression plan to maintain participants through the certification levels
- Administer testing and certification for The First Tee Life Skills and Golf Experience
- Provide a safe environment
- Arrange for and encourage upper level youth to participate in tournament opportunities and additional private lessons and educational opportunities
- As appropriate, create and implement off-season and supplemental programs
- Satisfy equipment needs and maintain the quality of equipment and all instructional areas
- Aid in program-related communications to participants and families
- Aid in the coordination of the chapter's STEM Program

Communications and Social Media

- Aid in communication to parents and donor base through email database and social media
- Create and execute social media strategy on Facebook, Instagram, Twitter, LinkedIn, and blog, managing the editorial calendar, developing and reviewing content that builds awareness, drives traffic and increases program registrations
- Responsible for scheduling, monitoring and tracking social media strategy success.
- Manage and create marketing collateral for programming and ensure all information is accurate and up to date
- Oversee website, creating content, updating the site and developing and executing the SEO strategy.
- Establish tracking and provide routine reports and analysis for digital strategies.
- Work with other chapter staff and stakeholders to develop and leverage content as well as manage the community by engaging with followers, related content, and outreach to influencers to develop relationships. Includes managing a paid or donated strategies.
- Aid in creation of chapter Annual Review

Community Partnerships and Outreach

- Manage the overall programming for the chapter's partnerships with local Boys & Girls Clubs.
- Create a yearlong schedule for programming at both the chapters Program Locations and on site at the partner organizations for Boys & Girls Clubs.
- Track participants information through Salesforce.
- Manage coach schedules that provide programming for partner organizations
- Aid in identifying partnerships with youth groups in Washington, DC and scheduling Outreach programming with youth program partners.
- Establish a plan to target cultural and institute programming with those youth groups in their communities

- Market Program Locations and aid in the transfer of participants from Outreach Programs to Certifying Program Locations
- Aid in coordinating staffing at various outreach events.

Volunteer Management

- Recruit, screen, train, schedule, retain, and reward Volunteer Coaches, and Administrative Volunteers
- Develop and manage a volunteer support system for our golf course programming and ensure longevity of volunteers.
- Responsible for the distribution of communications through email to volunteers on a regular basis
- Track volunteer participation and manage a volunteer recognition program
- Aid in the proper onboarding and training of volunteers
- Aid in the solicitation of companies and social groups that may provide a large number of volunteers to Program Locations
- Ensure Program Locations have adequate amount of volunteers for Life Skills Experience Classes
- Assist Director of Programming in identifying volunteers to become involved in The First Tee Coach Program (ACT Training, Level I Trainings, etc.)
- Ensure volunteers, coaches and staff members are up to date with their background checks and SafeSport Training
- Track and manage volunteer information through Salesforce.

LPGA/USGA Girls Golf

- Recruit girls to become a part of the chapter's LPGA/USGA Girls Golf Program
- Increase annual registration levels, ensuring Chapter eligibility for annual grant funding
- Recruit volunteers to assist with the program
- Organize and empower volunteers to plan, run, and implement various events.
- Plan and implement various events
- Partner with other girls organization to recruit new participants
- Submit necessary documents to LPGA/USGA Girls Golf for grant purposes

Miscellaneous Responsibilities

- Support Executive Director with annual Fundraisers, yielding an increase of donor generated revenue
- Assist in adhering to the operating budget
- Assist with Chapters Young Professionals Council
- Report program operations, coach observation results, and information to the Director of Programming
- Represent the Chapter to the community and aid in fundraising, marketing, public relations and communication efforts
- Participate in golf shows and tournaments
- Network with other Chapter colleagues and exchange best practice ideas
- Aid in the chapter's equipment donation program

Preferred Qualifications

- Adherence to the standards of conduct, values, and involvement established by The First Tee
- Bachelors Degree in the areas of sports administration, education, recreation or related field
- Demonstrate exceptional communication, fiscal management and managerial skills
- Experience as a PGA or LPGA teaching professional or youth coach/counselor
- Experience in identifying and managing volunteers

- Charismatic, personable, and motivational in working with youth
- Able to travel to attend Academies, Regional and Annual Meetings and training sessions
- Able to carry large equipment
- Bilingual Spanish preferred as well as experience working with Latino youth
- Task oriented self-starter

Contact Information	
Chapter Name: The First Tee of Greater Washington, DC	
Contact: Clint Sanchez or Katie Blodgett	
Email: csanchez@thefirstteedc.org / kblodgett@thefirstteedc.org	
Chapter Website: http://www.thefirstteedc.org	
To apply for this position, please email your resume, along with cover letter, and three (3) professional references to the address above.	