



## Marketing & Communications Coordinator

Position Posted: December 1, 2020

Apply Before: February 15, 2021

Watch this video for an overview of The First Tee of West Michigan:

<https://www.youtube.com/watch?v=py0mtv16s64&t=1s>

**Chapter Name:** First Tee - West Michigan

**Salary/Wage:** Full-time Exempt, commensurate with experience

**Location:** Grand Rapids, MI

**Job Category:** Full-time employee

**Start Date:** March 2021

**Relevant Work Experience:** See Below

**Career Level:** 2+ years experience

**Preferred Education Level:** Bachelor's Degree in Marketing, Communications, or Business

### Organization Overview

The Lake Michigan Junior Golf Association was established in December of 2006 to provide junior golf tournaments in West Michigan to all youth. In 2011, The Lake Michigan Junior Golf Association shifted its focus to establishing a chapter of First Tee - West Michigan. On June 23, 2011, First Tee - West Michigan officially became a chapter of First Tee.

First Tee - West Michigan is one of 150 chapters worldwide that are part of a global non-profit youth initiative. First Tee was created in 1997 by the World Golf Foundation to use golf and character education to provide young people of all ethnic and economic backgrounds an opportunity to develop life-enhancing values such as honesty, integrity and sportsmanship. By engaging youth in a combination of life skills, leadership and golf activities, they are exposed to positive traits that will help them become valuable assets to their community and eventually achieve success in life. First Tee's Life Skills & Golf Experience is the unique component that sets it apart from many other successful junior golf programs.

At First Tee - West Michigan, we are highly focused on reaching out to at-risk and disadvantaged youth. We want our participants to see the beauty of the golf course, learn the skills they need to succeed in life, and build relationships with those who care for their well-being. In 2019, we worked with more than 1,200 participants, and manage a nonprofit donor base of more than 3,000 active individuals.

### Position Description

This newly created position for our chapter will be charged with creating, implementing and

overseeing the execution of external communications that grows awareness, youth participation, and volunteer involvement while driving new individual and corporate donor dollars. This individual will design and develop print and online collateral, email marketing, create website content, manage social media, and be responsible for media relations that tell First Tee's story on a cost-efficient marketing budget. This position will also coach sessions with students 3-4 days per week, including Saturdays during some portions of the year.

This position will have the opportunity to create a committee through interns and junior coaches to support the chapter's mission through marketing and communications efforts. A Bachelor's degree in Communications, Marketing, Graphic Design, Business, or Sports Management is preferred.

The ideal candidate has outstanding communication, interpersonal and organizational skills, strong writing and graphics design ability, an optimistic 'can do' attitude, and is proactive and flexible. The ideal candidate has two plus years of experience. The candidate selected will also have a passion for working with youth and knowledge of the game of golf.

## Job Summary

### Essential Job Functions:

First Tee - West Michigan is comprised of three essential components: volunteers, participants and donors. Each community requires a different voice and has unique goals. This requires customized design and messaging. Job functions include:

- Enhance and strengthen the relationship between First Tee and its families and volunteers by improving communication and communication tracking
- Design and create advertisements, mailers, and social media assets using a brand guideline
- Create and implement a marketing calendar for the organization for print and digital media
- Develop media partnerships with local outlets that allow for free or reduced cost marketing through their brands
- Create and deliver annual updates to collateral: social media, event flyers, fundraising materials, volunteer initiatives, and website
- Ensure design of traditional and digital media has a cohesive look and feel
- Email and call various constituencies on a frequent basis
- Book speaking opportunities for the Executive Director, Program Director and Board of Directors
- Effectively use marketing budgets
- Lead (Coach) First Tee's six-class sessions and various other parts of programming with students age 7-17 three to four times per week.
- Empathy, patience and excitement to serve and work with students from challenging



backgrounds

- A knowledge of the game of golf, and an ability and desire to work directly with students
- Maintain a clean and professional work environment

## Qualifications

The following characteristics are necessary for success in this position:

### Communication Skills

- Strong use of the written English language, including grammar, spelling and punctuation
- Active listener
- High emotional IQ
- Ability to multi-task

### Technical Skills

- Ability to type quickly and effectively (60 words per minute minimum)
- Graphic design experience
- Creative eye
- High level of demonstrated writing ability
- Computer savvy
- Comfortable learning online database systems
  - Hubspot, G-Suite (Google), Asana, Salesforce, Slack, and all social media platforms are used with frequency
- Golf swing knowledge
- Youth/coaching experience

### Personal Characteristics

- A love for youth (age 7 to 17)
- High Integrity
- A servant heart
- High attention to detail
- Strong memory
- Ability to focus in a high-energy environment (open office)
- Flexible
- Organized
- Personally accountable
- Outcome driven
- Efficiency seeker
- Challenger
- Patient

## Job Benefits

- Mileage reimbursement for in-work travel
- 3% Simple IRA match
- Flexibility of schedule
- Ability to work remotely semi-frequently
- Paid Time Off
- Holidays Off (New Years Eve, New Years Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, Friday after Thanksgiving, Christmas Eve, Christmas Day)

## Interested?

Please submit a cover letter, resume, and salary requirements to the following email:

[hr@firstteewestmichigan.org](mailto:hr@firstteewestmichigan.org)

Contact: Ben Elenbaas, Administrative & Accounting Coordinator and Taylor Haudek, Program Director.

Telephone: 616-208-1177

Website Address: [www.thefirstteewestmichigan.org](http://www.thefirstteewestmichigan.org)