



Position

Marketing & Events Manager

Organization

First Tee - Central Carolina is a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges. Using golf and life skills as our tools, we provide kids opportunities they may never have otherwise; opportunities for mentoring, opportunities for enhancing their education and career choices, and opportunities to learn a game that strengthens character, draws out leadership and builds confidence. We are active throughout the Triad region, and specifically focused on serving the East Greensboro and East Winston-Salem communities around Gillespie and Winston Lake golf courses.

Position Summary

The Marketing & Events Manager will be responsible for enhancing First Tee – Central Carolina’s presence and impact throughout our service area and across multiple digital channels and in-person events.

The Marketing & Events Manager will report to the CEO & Executive Director and will work closely together to design and implement a highly effective communications strategy, create unique storytelling opportunities, and execute top notch fundraising events.

The Marketing & Events Manager will be a highly visible member of the community, representing First Tee – Central Carolina throughout the service area. S/he must love the game of golf and see it as a vehicle for providing life-changing opportunities to black/brown kids, girls and kids with limited financial resources.

Responsibilities

- Design and implement and comprehensive year-round communications for the chapter, mostly focused on:
 - External stakeholders including donors and potential donors
 - Corporate partners
 - Potential participants/parents/families
 - Media
- Planning and execution for high impact fundraising and awareness building events.
 - Wyndham Championship Week
 - The Leaderboard – professional network group
 - Multiple Fundraisers
 - Board meetings (current and future)
 - Large participant events
 - Virtual auction
- Maintain website with up-to-date and visually appealing content.
- Manage social media channels and create regular digital content.

- Create high quality graphics for various communication channels.
- Oversee creation of various publications that support fundraising activities, including writing inspiring storytelling content for various communication channels.
 - Giving Golf – quarterly fundraising appeal (email and direct mail)
 - Monthly donor newsletter – stories of impact (email only)
 - Annual review
 - Press releases
- Assist in donor thank you and stewardship processes.
- Leading or assisting with golf/life skills classes.
- Other duties as assigned by the CEO & Executive Director.
- Demonstrate exceptional professional conduct at all times.

Qualifications

- Experience playing and love for the game of golf.
- Demonstrated commitment serving black/brown youth, girls, and kids with limited financial means.
- Previous education and/or experience with writing, digital content creation, event management, design, etc.
- Exceptional communication, interpersonal relations and organizational skills.
- Charismatic, personable, and motivational in working with youth and volunteers.
- Exceptional time management skills and ability to multi-task.

To Apply

Please submit a cover letter detailing your experience related to the Responsibilities & Qualifications, along with your resume to Ryan Wilson (ryan@firstteecentralcarolina.org).

Closing date for this position is January 2nd 2024. *Note: we have the right to accelerate or extend the closing date of this position at any time.*

Salary Range and Job Type

Full-time, exempt.

Compensation will be commensurate with experience.

Benefits include:

- Health insurance
- 4-day work week (some exceptions)
- Retirement match
- Continuous learning opportunities

Equal Employment Opportunity Statement

First Tee – Central Carolina is an equal opportunity employer. Our policy is to comply with all federal and/or state laws regarding equal employment opportunity as they relate to employees and applicants for employment. Accordingly, personnel decisions are made without regard to race, creed, color, religion, national origin, age, sex, disability, marital status, sexual preference or veteran status.