



POSITION TITLE:	<u>Marketing & Communications Manager (Full-time)</u>
PROGRAM SITE(s):	Waveland Facility (primary), other sites as necessary
ACCOUNTABLE TO:	Director of Development & Operations and CEO
CLASSIFICATION:	Salaried/Full-Time
COMPENSATION:	Starting salary range \$50,000-\$55,000 (potential additional incentives, commensurate with experience)

First Tee – Greater Chicago is a 501c3 nonprofit organization based in Chicago, IL. Since 2000, the organization has helped over 100,000 kids from all backgrounds build their resilience and strength of character through the game of golf.

First Tee – Greater Chicago’s Life Skills programming reaches 2,000+ kids annually at Chicago Park District facilities and public golf courses throughout the Chicagoland area. Partnerships with schools, parks, and youth development organizations bring First Tee’s programming to thousands more kids each year in Chicago’s most under-resourced communities.

Young people who become members of First Tee – Greater Chicago enjoy a variety of opportunities to build leadership skills and develop their inner-strength and self-confidence to help them grow as individuals and prepare them for the future.

www.firstteegreaterchicago.org.

About the Role

The Marketing & Communications Manager will work collaboratively with First Tee staff, partners, and supporters to help further the mission of First Tee. They will provide primarily communications, marketing, and social media support and assist with the implementation of marketing, public relations, and promotional strategy for the organization. Reports directly to the Director of Development & Operations (DoD). This position works closely with organizational leadership, including CEO. This position offers a unique opportunity for exposure to all aspects of nonprofit management as part of a growth-oriented organization.

Marketing & Communications

- Maintain First Tee – Greater Chicago’s website (Wordpress)
- Maintain content calendar, e.g. scheduling of emails and social media posts
- Support development of content for social media accounts under management: Facebook, LinkedIn, Twitter, Instagram, and Youtube. (7,500+ followers)
- Support the development of content for strategic advertising efforts – e.g. Google Ad Grants (supported by rEvolution Sports Marketing), social media ads, signage, flyers, etc.
- Develop compelling First Tee – Greater Chicago email communications – e.g. content, design, and layout (Mailchimp e-blasts)

- Develop quarterly eNewsletter distributed our database of 10,000+
- Assist with the development of annual [Impact Report](#)
- Assist with media relations activities (supported by rEvolution Sports Marketing): drafting press releases and media alerts, maintaining a digital news archive, photo archive, and participating in other strategic communication efforts as assigned
- Maintain First Tee templates in Canva, review and edit for events and programs
- Assist with drafting donor acknowledgements and communications (e.g. acknowledgement letters, emails, etc.)
- Assist the DoD with drafting emails, event communications, donor correspondence, PowerPoint presentations, etc.
- Maintain a thorough understanding of First Tee brand voice and guidelines

Events Management

- Assist in the development, planning, and logistics of donor related events - e.g. annual golf outing, bi-annual gala, Masters Watch Party, Fore the Kids, etc.
- Ensure adequate photography and videography coverage for all events
- Assist in managing external event vendors

General

- Assist DoD with maintaining records in fundraising database platforms (ELEO and Harness) (e.g. Logging donor data, processing gifts)
- Assist DoD with stewardship and management of Ambassadors Council (young professional board)
- With experience, opportunity to assist DoD in cultivating relationships with key partners (ie. WGA, IJGA, CDGA, IPGA) and corporate sponsors
- Perform other duties and special projects as assigned that are necessary to fulfill the goals and objectives of First Tee

Additional preferred qualifications

- BA, BS or equivalent degree with a focus on marketing, digital media, PR, communications and/or sports marketing a plus
- Detailed oriented, responsive, and well organized
- Excellent verbal and written communication skills
- Creative-minded self-starter who can multitask well
- Professional, hard-working and excellent time management skills
- Excellent computer skills and familiarity with Excel, Word, Powerpoint, and database management
- Prior knowledge of Mailchimp, Canva, Wordpress, Adobe, and other graphic design, communications, and social media tools a plus
- Comfortable working some nights and weekends as needed
- A passion for First Tee – Greater Chicago and a strong desire to positively impact the lives of youth using golf as a means of teaching core values and life skills

Work Culture & Environment

- Small, hard-working and team-oriented staff; mission driven
- Primarily works office-based setting 3 days a week/2 days remote work (subject to change based on organizational needs)



- Annual performance review conducted with additional bonus potential
- Benefits include dental, medical, vision, 401K, vehicle mileage reimbursement, and a monthly cell phone allowance.
- Position may require worker to commute to offsite locations to complete business
- Position may require lifting up to 25 pounds, and/or standing or walking/moving for long periods of time, mainly in support of events

To apply: Please submit your resume, cover letter, and a recent writing sample to Jane Seder: jseder@firstteechicago.org with the subject line "Marketing & Communications Manager." Apply by Friday, May 24, 2024.