



Director of Programming

Reports To: Executive Director

Supervisory: Program Team; consists of Program Managers, Lead Coaches, Volunteers

Status: Full-time, exempt

Office Location: Charlottesville, VA

Position Overview

First Tee - Virginia Blue Ridge is seeking an experienced Program Director to lead, manage, and strategically grow youth development and golf programming. This senior-level role will drive program strategy, manage program budgets, provide risk oversight, develop staff and volunteers, and enhance community partnerships to ensure long-term growth and targeted impact. Reporting to the Executive Director, the Program Director will oversee Program Managers, coaches, and volunteers while ensuring program alignment with chapter goals, First Tee HQ benchmarks, and community needs. This role also includes responsibility for the sales and implementation strategy of the Ix Park facility, ensuring it is utilized effectively to support the organization's mission.

Key Responsibilities

Program Team Development

Estimated time allocation: 50%

- Lead recruitment, training, and ongoing development of coaches and volunteers to enhance program delivery and progression within First Tee's coaching pathway.
- Implement structured evaluation and continuous education programs for staff, fostering professional growth and program quality.
- Develop and lead a culture of inspiration and mentorship fostering safety, inclusivity, progression, creativity, and fun.
- Stay active and compliant within the First Tee's Coach Program

Program Leadership & Strategic Expansion

Estimated time allocation: 40%

- Develop and execute a comprehensive and measurable program strategy that aligns with chapter goals and First Tee HQ benchmarks for retention, growth, impact, and sustainability.

- Develop and manage the strategic utilization of the Ix Park facility, maximizing revenue generation while maintaining mission-driven programming.
- Maintain strict adherence to risk management strategies, media releases, weather, and safety protocols, ensuring compliance with all SafeSport guidelines, child protection policies, and First Tee standards.
- Conduct regular assessments of program sites, site agreements, training protocols, and emergency action plans to maintain a safe and inclusive environment.
- Oversee the Junior and Teen Program Managers, ensuring programs are executed effectively and deliver measurable outcomes.
- Ensure strategic alignment across all programming functions, maximizing participant engagement, retention, and development pathways.
- Expand programming opportunities into high-priority and at-risk neighborhoods, collaborating with local schools, golf courses, and community organizations building strong partnerships to increase accessibility.
- Oversee all program database records tracking engagement, progress, and impact while identifying key measurable outcomes aligning with annual goals and objectives.
- Develop communication strategies in cooperation of the organization's marketing department to orient the public via website, email, social media, and phone.
- Ensure program, participant, staff, volunteer, and alumni recognition opportunities.
- Lead a diverse junior and teen friendly environment providing opportunities for inclusivity, mentorship, growth, and fun.

Budget & Resource Management

Estimated time allocation: 10%

- Develop and manage project objectives, approve action plans and align program budgets, ensuring efficient resource allocation while maintaining financial sustainability.
- Oversee equipment procurement and inventory management, ensuring compliance with industry standards and safety regulations.
- Identify, write, and manage program-specific grant applications and requirements, including prospect research, proposal development, compliance tracking, and reporting to ensure sustainable funding.

Qualifications & Skills

- Bachelor's degree or higher in sports management, nonprofit administration, education, business administration or related field.
- Proven experience in youth program leadership, sports management, or nonprofit administration.

- Strong background in strategic planning, budgeting, and staff development.
- Knowledge of golf instruction, First Tee curriculum, and player development pathways is a plus.
- Excellent organizational, communication, and leadership skills.
- Ability to work collaboratively with staff, volunteers, and community partners.
- Experience in risk management, safety compliance, and facility oversight preferred.
- Proficiency in database management and identifying key performance indicators.
- Willingness to work evenings and weekends as needed for program delivery and events.

Compensation & Benefits

- *\$65,000 - \$82,000; competitive salary based on experience. Salary Range includes health stipend and retirement match*
- *28 days paid time off, includes personal and company-selected holidays.*
- *Reimbursement available for business related mileage, professional development and training opportunities.*

To Apply

Please apply through our Indeed.com posting via this link:

https://www.indeed.com/viewjob?jk=09e6aa754cd95d4f&from=shareddesktop_copy