



Job Description
Director of Outreach

Chapter Overview

First Tee - Naples/Collier has been creating experiences that build character to empower kids through a lifetime of new challenges and continuous personal growth since 2007. By seamlessly integrating the game of golf with a life skills curriculum, First Tee – Naples/Collier creates active learning experiences that build inner strength, self-confidence, and resilience that kids can carry to everything they do. These character education programs are offered at golf courses, schools, and youth centers in the community.

Mission Statement

To impact the lives of young people by providing learning facilities and educational programs that promote character development and life enhancing values through the game of golf.

Reports to

The Director of Outreach reports to the Executive Director and work closely with Director of Program.

Supervises

The Director of Outreach Operations supervises all coaches and program volunteers, pertaining to all Outreach programming including the Game Changers Academy, Game Changers programs, and all on-course and community-based programs.

Employment Status

Full time, Exempt

Job Summary

The Director of Outreach will provide leadership, oversight, and direction for all Outreach/Game Changers programming initiatives within Collier County. This role is primarily responsible for strategic program development, staff leadership, community partnerships, and ensuring program effectiveness through data-driven evaluation. The primary purpose is to introduce First Tee and the game of golf to young people in a way that will inspire interest and lead to continued participation through high school graduation, while expanding the reach and impact of programs in underserved communities.

Inspired by a genuine passion for empowering and helping youth succeed in life, he/she will work diligently to promote and expand all the Game Changers programs of First Tee - Naples/Collier. In collaboration with the executive staff (includes Executive Director, Program Director, HR), the Director of Outreach will lead program design, implementation, evaluation of programs and curriculum, and support the overall strategic and operational plan for the organization.

The Director of Outreach will be a highly visible member of the community, representing First Tee - Naples/Collier throughout the service area. He/she will embody the First Tee's strong commitment to its youth and will promote the organization throughout the community.

Criteria for success of the role include:

- Providing leadership, oversight and direction to the Outreach program which includes Game Changers team to fulfill the organization's mission in Collier County.
- Ensuring program effectiveness through evaluation of quantitative and qualitative program analytics and outcomes.
- Partnering effectively with staff to build upon the success of current Outreach & Game Changers programs and to continually innovate and improve program outcomes for the youth of Collier County.
- Expand the scale of First Tee's programming in high priority and at-risk neighborhoods.
- Leading Game Changers staff and volunteers to ensure adequate staffing across all locations and maintaining high standards of safety and quality.
- Collaborating with the executive staff to ensure strategic goals are on track and to sustain, promote, budget, and grow departmental programs and services.
- Kids on track to apply for scholarship.

Responsibilities

Leadership and Management:

Provide supervision, coaching, and development opportunities to Outreach staff

- Help Hire, train, and provide ongoing feedback to direct reports that include annual evaluations, discipline, and dismissal of low performing employees.
- Encourage coaches to pursue the First Tee Coach Training Pathway with the goal of achieving and maintaining Level III Coach status.
- Updates job descriptions with HR as needed and develops written roles and responsibilities for volunteer positions.
- Meet with executive staff on a regular basis to review and ensure strategic goals are on track and identify opportunities or roadblocks to meeting goals.
- Collaborate with the executive staff to sustain, promote, budget, and grow Outreach programs and services.
- Work with executive staff to develop an Outreach volunteer base to ensure sufficient adult coaches.
- Motivate Outreach staff, coaches, and volunteers to bring passion and enthusiasm to their roles, ensuring that the organization's values and mission are reflected in all interactions with youth.

Program Strategy and Development:

- Must become proficient in the First Tee Age Based Curriculum and the First Tee's Commitment to Being a Game Changer through the First Tee Coach Program.
- Oversee the planning, implementation, and evaluation of all Outreach programs to ensure programs meet strategic objectives.
- Develop, manage, and implement the annual Outreach program calendar to ensure alignment with the strategic goals of the organization.

- Research and conceptualize new Outreach programs based on emerging trends in youth development, golf education, and community needs to propose innovative program ideas.
- Create and execute strategic plans for expanding First Tee Outreach programs to new locations and communities.
- Establish new Outreach programs that target the emerging markets in our community.
- Ensure programs are delivered consistently across all locations while maintaining the highest standards of safety and quality.
- Ensure programming remains accessible to youth from diverse backgrounds and maintain affordability for families in need.
- Serve as a passionate advocate for youth development through golf, representing First Tee at local events, meetings, and public speaking engagements to promote program growth and visibility.
- Identify, support, and facilitate participants' access to national and local opportunities within the First Tee Network including scholarships, tournaments, leadership programs, and internships.

Program Scheduling and Coordination:

- Work with the Collier County school district as well as community partner organizations to assist in coordinating registration, schedules, and programs.
- Create opportunities for youth serving organizations (Boys & Girls Club, Raise the Bar, Grace Place, etc.) in our community to participate in all our Outreach program offerings.
- Grow the Game Changers Academy Summer Program; securing golf course access (when needed); organizing field trips; scheduling guest speakers; recruiting, training, & scheduling volunteers.
- Communicate with Outreach parents/guardians and participants through orientations, in-person meetings, emails, mail, and website.
- Create, distribute and collect Outreach Game Changers registration paperwork and input it into salesforce.
- Satisfy equipment needs for the programs as well as maintain the quality of equipment at the First Tee Academy and/or golf course.

Management/Administration:

- Work with executive staff to develop, implement, and update program policies and procedures.
- Obtain and report Outreach program metrics, operations data, and pertinent program data to the executive staff monthly including participation rates, retention, diversity, and progression of participants.
- Create and manage Outreach participant information and progress through First Tee online Participant database (Salesforce); maintain accurate records.
- Create and manage Outreach session registration and maintain accurate records within Salesforce.
- Utilize Salesforce to pull and produce reporting data.
- Create, administer and track pre and post survey data.
- Aid in the development of a retention and progression plan to move Outreach participants through the program.
- Prepare Outreach reports for the board of directors, funders, and partners on program performance and impact.

- Collaborate with executive staff to develop and manage the Outreach program budget, ensuring efficient use of resources; track all program expenditures and ensure they stay within budget.
- Ensure compliance with all Outreach grants and funding requirements, particularly those related to youth development and diversity initiatives.
- Network with staff at other chapters and HQ to exchange best practice ideas.
- Able to travel to attend Regional and Network Meetings as well as coach training; over three-to-four-days at a time.
- Able to travel throughout our service area (Immokalee, East Naples, Naples, Golden Gate, Lely/Manatee).
- Communicate with and submit documentation as required to First Tee HQ through the executive staff.
- Identify and work with Outreach participants to achieve college and vo-tech scholarships.
- Provide recognition and awards for Outreach participants.
- Create and maintain an inventory of all Outreach program equipment and materials. Ensuring that all Outreach program equipment and materials are in good working order; submit request for new equipment and materials in a timely manner.
- Uphold and ensure all Child Protection Policies, background checks, and required trainings of the coaching team, as set forth by First Tee HQ, are met and documented.

Volunteer Management:

- Organize and manage Outreach volunteer recruitment, training, onboarding, and development.
- Recruit, secure, & maintain Outreach volunteers, and golf professionals in the delivery of safe and highly effective programs.
- Oversight of coach & volunteer programs to support Outreach programming, ensuring proper onboarding and coverage.
- Maintain a participant-to-coach ratio of 5:1 to ensure individualized attention and safety for participants.

Coaching and Instruction:

- Attending First Tee Coaches Training with the goal of achieving Level III Coach status.
- Understanding the requirements of a First Tee Coach and the requirements of volunteers.
- Provide oversight and instruction to ensure high quality Outreach program delivery.
- Make the game and experience fun for participants through the development and delivery of First Tee Outreach lesson plans.
- Provide a safe environment.
- Conduct "On-Course" orientations for participants & their parents/guardians.
- Teach/lead classes as needed to support program delivery.

Other Duties:

- Support the execution of special events and fundraising activities when applicable.
- Assist in developing marketing and communications materials to promote First Tee Outreach programs and initiatives.
- Collect and submit quarterly pictures, videos and descriptions of programs for posting on the chapter's social media accounts.
- Participate in ongoing professional development to stay informed on youth development best practices and golf industry trends.

Other duties as assigned by the Executive Director.

Preferred Qualifications

- Bachelor's degree in sports administration, business management, education, recreation, or Non-profit related fields; Master's degree preferred.
- Minimum 5 years of experience in youth development programming, with at least 3 years in a leadership role managing and supervising a team; preferably of coaches/volunteers in a youth development setting.
- Prior experience in a fast paced, high demand environment. Nonprofit experience preferred. Must understand the importance of deadlines and be able to meet them.
- Deep commitment to the Mission of First Tee -- Naples/Collier, which includes: Reaching all kids with an emphasis on underserved and underrepresented groups.
- Demonstrate exceptional communication, time management, fiscal management, and managerial skills; Ability to multitask and reprioritize duties on an ongoing basis.
- Prior experience working with Customer Relationship Management software, preferably Salesforce.
- Proficient in program management software and data tracking tools.
- Adhere to the standards of conduct and involvement established by First Tee.
- Demonstrated ability to manage teams, develop staff, and cultivate a positive working culture.
- Experience in supervising program staff and volunteers to ensure they meet organization production standards.
- Charismatic, personable, and motivational in working with youth, volunteers, and donors.
- Passionate youth development ambassador with experience promoting access to and involvement in programs by youth participants, their families, volunteers, donors, donor prospects and allied partners.
- Excellent, transparent, and inclusive communicator who follows through and follows up; ability to share thoughts and observations; and who consistently treats others equitably and with respect.
- Well-organized and energetic, lead-by-example doer, committed to personal excellence.
- Strong organizational skills with the ability to manage multiple projects and priorities simultaneously.
- Knowledgeable professional but also an avid and enthusiastic learner willing to ask questions and pursue professional development for self as well as staff and volunteers, fostering an active culture of philanthropic service and teamwork.
- General knowledge of sports and enthusiasm for golf and prior direct experience with youth development programming preferred.
- Experience in golf instruction and/or a passion for golf is highly desirable.
- Ability to work different hours when programs are in session. Example: Early morning or evening hours and weekends when needed.
- Must have a valid driver's license with a clean driving record; Willing and able to drive an equipment van and a 15-passenger van.
- First Tee Coach Certification and Training is preferred with ability to achieve Level III or IV Coach status.

Requirements

- Must submit to background check and complete SafeSport Training.

- Must submit to required background check and fingerprinting for the school district and partner organizations.
- Must be able to lift 30 lbs, stand on feet for duration of program set-up, takedown, and program time, and be able to work in variable outdoor conditions.

Salary and Benefits

- Full Time, Exempt, Holidays
- Competitive Compensation will be commensurate with experience including base salary, bonus opportunity, and competitive benefits package.
- Health Coverage – Company covered plan or reimbursement for health coverage.
- 10 Paid Vacation Days (after conclusion of 90-days) plus 13 major holidays off.
After every year you add one vacation day on your anniversary, employees will receive 2 days of vacation after 5 years: plus, the above Holiday's. Up to three days may be carried over into the next year. Any additional unused vacation will be forfeited if not used.
- Sick Leave -- 5 days/year plus 3 days for children's appointments.
- Mileage reimbursement for "Programs travel with personal car".
- IRA retirement package (Available after 6 months).

To Apply:

- Please submit a cover letter detailing your experience related to the Responsibilities & Qualifications, along with your resume and two letters of recommendation to julia@FirstTeeNaplesCollier.org
- Closing date for this position until it is filled. First Tee - Naples/Collier has the right to accelerate or extend the closing date of this position at any time.