



JOB TITLE: MARKETING & COMMUNICATIONS COORDINATOR – Youth Programs & The Links
REPORTS TO: Creative Director
STATUS: Full-Time, Non-Exempt (Hourly)
COMPENSATION: \$52,000-56,000
START DATE / APP DEADLINE: October 1, 2026 / September 10, 2026
POSITION LOCATION: Split (On-Site) | The Links at Mass Golf (Norton), Golf House (Norton)

ABOUT MASS GOLF: Mass Golf is a nonprofit association serving the game of golf across Massachusetts. Golf House serves as a shared headquarters for multiple golf-related organizations and The Links at Mass Golf (owned and operated by Mass Golf) is a public 18-hole par-3 golf course that is home to First Tee – Massachusetts.

ABOUT FIRST TEE – MASSACHUSETTS: First Tee is a youth development organization that enables kids and teens to build strength of character that empowers them through a lifetime of new challenges by seamlessly integrating the game of golf with a life skills curriculum.

ABOUT THE ROLE: The Marketing & Communications Coordinator will play a key role in increasing awareness, participation, and community engagement for First Tee- Massachusetts, The Links at Mass Golf, Youth on Course, and Mass Golf. The position will lead day-to-day marketing efforts focused on growing rounds, registrations, donations, sponsorship visibility, and public awareness through strategic digital communications, storytelling, and on-site event coverage.

RESPONSIBILITIES:

- Lead day-to-day marketing efforts that increase awareness, participation, and revenue opportunities for First Tee – Massachusetts and The Links at Mass Golf.
- Assist with Mass Golf marketing initiatives and Mass Golf event coverage.
- Maintain a consistent voice and communications strategy across First Tee – Massachusetts, The Links at Mass Golf, and Mass Golf content.
- Manage social media strategy, content creation, photography/video capture, and platform engagement for First Tee and The Links.
- Maintain and enhance websites for First Tee – Massachusetts and The Links, ensuring timely updates, event promotion, and strong user experience.
- Execute email and SMS communications including newsletters, promotions, registration campaigns, donor outreach, and event alerts.
- Support fundraising and donor engagement campaigns for the Youth Golf Fund and related charitable initiatives.
- Promote camps, programs, leagues, memberships, and special events to drive registrations and course traffic at The Links.
- Provide on-site content coverage for First Tee events, tournaments, clinics, charity outings, and community programs.
- Collaborate with the Creative Director on branding, storytelling, and redevelopment marketing efforts at The Links at Mass Golf.



QUALIFICATIONS:

- Candidates must possess a bachelor's degree in marketing, communications, English, journalism or a related field, along with 1 to 3 years of relevant professional experience.
- Proficiency with digital tools like Adobe Creative Suite, Canva, and email and social media marketing platforms is required.
- Some experience with videography, photography, and writing is required.
- Passion for the game of golf and an understanding of the First Tee organization is strongly preferred.
- Strong project management skills and the ability to analyze basic campaign metrics are essential for success in this role.

HOW TO APPLY: Please send cover letter, resume, and references to:
Richard Rapp | Creative Director | Mass Golf | rrapp@massgolf.org