

# New Jersey State Golf Association

## Full Time Job Posting



### **Position Title:**

Coordinator, Communications and Marketing

### **Overview:**

The New Jersey State Golf Association seeks an innovative communications and marketing professional for a full-time position which will supplement the organization's communications and marketing efforts. The Coordinator, Communications and Marketing will work with senior staff and colleagues to exceed the communications and marketing objectives of the NJSGA, effectively promoting its initiatives and programs. This position is based at NJSGA Headquarters in Kenilworth, N.J., and reports directly to the Manager, Communications and Director, Operations.

There is no remote or work-from-home allowance for this position which also requires non-traditional hours such as early mornings and/or late evenings, and possible weekends. A "peak season" work week may extend beyond a total of 40 hours.

### **About the New Jersey State Golf Association:**

The NJSGA is a non-profit organization of public and private clubs and courses dedicated to the service of golf in New Jersey. Founded in 1900, our mission is to promote and preserve the traditions of the game of golf in the State of New Jersey. For nearly 125 years this fundamental principle continues to guide the NJSGA.

### **Coordinator, Communications Duties and Responsibilities:**

- Collaborate in developing, creating, deploying and reporting of all communications and marketing assets across all NJSGA departments, to support and promote:
  - Membership Development initiatives
  - Championship and event promotion and coverage
  - Foundation programming and initiatives
  - Relationships with NJSGA partners, advertisers, and allied associations
  - Educational and development projects
  - Other tasks as assigned.
- Assist with branding, advertising, public relations, direct marketing, print literature, website, social media and multimedia activities of the organization.
- Assist with development, production and deployment of all print and electronic collateral across all NJSGA print and digital platforms.
- Coordinate, develop, edit and produce video content for the organization and its digital platforms for various events.
- Assist with maintenance of NJSGA.org web site, ensuring new and consistent content generation.

### **Preferred Qualifications:**

- Knowledge of and passion for the game of golf.
- Ability to work and think creatively in a team environment.
- Demonstrated critical thinking skills.
- Superior verbal and interpersonal skills.
- Must be an exceptional writer.
- Must be organized, detailed and possess good project management skills.
- Proven video production and editing experience.
- Proficiency in Microsoft Office suite (365, Word, Excel, PowerPoint).
- Experience with email marketing software (Mail Chimp, HubSpot).
- Proficiency with Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro).

- Ability to manage working relationships with key internal and external stakeholders.
- Experience with implementing an editorial plan, a social media strategy and effective presentations.
- Understanding of Communications and Marketing KPI's and relevant metrics as they apply to print and digital platforms, including web site usage, email, and social media.
- Possession of a valid driver's license and have ability to travel as necessary throughout New Jersey (provide own transportation).

**Education and Experience:**

- Bachelor's degree (B.A.) in Journalism, Communications, Public Relations or English from a four-year college or university, or an equivalent combination of education and experience working with a communications and marketing department are required.

**Other Qualifications:**

- **Communication Skills:** Ability to read and comprehend written or oral instructions, correspondence, and memos. Ability to read, analyze, and interpret general business or trade periodicals, professional journals, technical procedures and governmental regulations. Ability to write memos, reports, correspondence, procedure manuals and other documents. Ability to effectively present information and respond to questions from board members, managers, employees, members, volunteers and the public.
- **Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee is frequently required to reach with hands and arms. The job requires employee to have dexterity in using telephone, computer keyboard, mouse and calculator while seated at a desk and ability to climb stairs. The employee is occasionally required to stand, walk, climb or balance. The employee must regularly lift and/or move up to 20 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close and distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. Must be able to operate standard office equipment, such as computer, calculator, fax machine, photocopier, etc.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee is required to work in an office environment or outside for certain events, and the noise level is usually quiet to moderate.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Compensation and Benefits:**

- Salary based on experience and qualifications. Salary range: \$50,000-\$60,000.
- Comprehensive benefits package including Medical, Dental, Paid Vacation, and 401(k).
- Travel Expense Reimbursement.

**PLEASE SUBMIT ALL MATERIALS (COVER LETTER, RESUME, AND MINIMUM OF THREE (3) REFERENCES VIA MAIL OR EMAIL NO LATER THAN JANUARY 27, 2023 TO:**

Michael McAneny  
 Director, Operations  
 New Jersey State Golf Association  
 3 Golf Drive – Suite 206, Kenilworth, NJ 07033  
 Email: mikem@njsga.org