

Position: Marketing Manager

Reports To: Chief Executive Officer

Status: Full time, Exempt

Location: San Antonio, TX

Start Date: At earliest convenience

Chapter Overview:

First Tee - Greater San Antonio is one chapter of an international non-profit youth initiative called First Tee. First Tee was created in 1997 by the World Golf Foundation and First Tee - Greater San Antonio was founded soon after, in 2000. The First Tee was founded to provide young people of all ethnic and economic backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity and sportsmanship.

Mission Statement:

Empowering youth to build character and life skills through the game of golf.

Job Summary:

The Marketing Manager will be responsible for the development and management of strategic marketing plan including marketing campaigns, content marketing, events and PR/Communications that supports the initiatives of fund development, program operations, amateur golf events, First Tee fundraising events and social media management; take ownership of the development and execution of the marketing planning calendar, make real-time adjustments as required and leverage key learnings going forward. The Marketing Manager must be self-motivated and have excellent communication skills. This position will report directly to the CEO.

Roles and Responsibilities:

Management/ Administration:

- Development and management of a strategic marketing plan including fiscal management of marketing budget
- Actively build and maintain a current program database in support of upcoming initiatives
- Creation and management of organization's monthly newsletter, volunteer newsletter and blog
- Efficient in Eleo, current donor database software and management of current donor database and stewardship efforts
- Assist in creation of annual impact report
- Manage development of innovative, multi-channel marketing initiatives, including timelines, budgets & deliverables
- Create and deliver the creative/content development process for marketing plans, and campaigns e.g., messaging, print collateral, websites, Harness donor software, email communications, SMS.
- Participate on the Fundraising & Marketing Committee meetings and develop marketing strategies to support organizations fundraising initiatives.
- Participate in the Front Nine Committee meetings, a young professional networking group
- Responsible for the design and execution of marketing campaigns for all First Tee events including fundraising events, community-based fundraising, amateur golf events, First Tee Programs, and donor experience.
- Assist in management of First Tee Fundraising events including collateral creation, sponsorship sign-ups and event execution
- Provide copywriting/editing as needed for marketing collateral, digital advertising, social media, and PR
- Management and oversight of all social media channels Instagram, Facebook, Twitter and LinkedIn, including calendars, content creation, channel specific content initiatives and marketing strategies
- Drive and develop relationships and strategies with external media agencies and personnel, when required
- Creation of promotional brochures to increase awareness of the programs and facility
- Actively manage First Tee and Greater San Antonio website content
- Actively participate in programs as First Tee Coach

Preferred Experience:

- Bachelor's Degree in digital marketing or business administration preferred
- Strong verbal and written communication skills
- Knowledge of social media, email marketing, event management
- Strong organizational skills and attention to detail

Required Skills:

- Demonstrate exceptional communication, fiscal management, and managerial skills
- Charismatic, personable, and motivated
- Innovative thinker who is positive, proactive, and readily embraces change
- Strong written and verbal communication skills
- Detail-oriented & self-motivated
- First Tee Mission, Vision & Values alignment
- Strong management/leadership skills

Compensation:

- Salary is commensurate with experience and other qualifications
- Benefits include medical, dental & vision insurance, Simple IRA (matching), PTO, mileage & cell phone reimbursement

Submit resume to Carrie Kimbell – carrie@golfsanantonio.org