

Position: Marketing Manager**Reports To:** Chief Executive Officer**Status:** Full time**Location:** San Antonio, TX**Date Posted:** 12/11/2025**Start Date:** Immediately

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 supports the execution of First Tee – Greater San Antonio's marketing, communications, and community engagement efforts. This role helps ensure brand consistency, enhances public awareness, and strengthens engagement with participants, families, donors, and the community. The Marketing Manager plays a key role in storytelling, digital content creation, and marketing campaign execution to elevate the organization's visibility and impact.

Roles and Responsibilities:**Marketing & Communications**

- Create, deliver, and continually optimize a comprehensive annual marketing plan, including email campaigns, advertising, social media strategy, digital promotions, and content calendars to support business operations, development initiatives, and First Tee programming.
- Design and produce digital and print materials (flyers, banners, signage, brochures, presentations).
- Maintain the organization's photo and video library; capture images and short videos at programs and events.
- Ensure all materials and messaging align with First Tee brand standards and values.
- Manage the organization's email database and execute all email communications, including monthly newsletters and targeted campaign messages.
- Support outreach events and media opportunities that strengthen community engagement.
- Maintain relationships with photographers, videographers, agencies, printers, and other creative vendors.

Social Media Management

- Develop, schedule, and manage social media content across all FTGSA platforms (Facebook, Instagram, LinkedIn, TikTok, YouTube).
- Create original, mission-driven, and engaging content highlighting participants, coaches, events, and community partnerships.
- Engage with followers by responding to comments, messages, and mentions in a timely and professional manner.
- Monitor trends and explore innovative opportunities to increase engagement and reach new digital audiences.
- Collaborate with staff to ensure messaging is consistent and reflects First Tee's mission, programs, and values.
- Track key metrics and analytics; prepare monthly performance reports, insights, and growth recommendations.
- Stay current on best practices and platform changes to strengthen digital storytelling and visibility.

Event Marketing Support

- Coordinate marketing logistics and communications for FTGSA events (Par-Tee in the Garden, Game Changer Luncheon, tournaments, community events, etc.).

- Assist with press releases, event invitations, advertising placements, email campaigns, and promotional partnerships.
- Help manage event registration pages, signage, onsite branding, and event-related communications.

Required Skills:

- Strong written and verbal communication skills with attention to detail and tone.
- Adaptable and proactive, with the ability to manage multiple projects simultaneously.
- Creative thinker with strong organizational and time management skills.
- Proficiency in social media platforms (Facebook, Instagram, LinkedIn, TikTok) and basic analytics tools.
- Experience with design software (Canva) and email marketing platforms (Mailchimp, Constant Contact).
- Basic photography/videography skills are a plus.
- Team player who collaborates effectively across departments.
- Demonstrates integrity, inclusivity, and commitment to First Tee's values and mission.

Preferred Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, or related field (or equivalent experience).
- 1-2 years of experience in marketing, communications, or digital media (internships included).

Physical Requirements

- Ability to stand (up to 3-4 hours at a time) and sit, and able to walk up to 1 mile at a time
- Ability to lift to up to 30 pounds

Work Environment

- Office conditions and;
- Outdoors including working in all conditions including extreme heat and cold.
- This is an in-office position.
- Ability to work on various weekends and evenings as needed.

Compensation:

- Salary is commensurate with experience and other qualifications
- Benefits include medical, dental & vision insurance, Simple IRA (matching), PTO, mileage & cell phone reimbursement
- Golf playing privileges & merchandise discounts provided.

Submit resume and cover letter to Carrie Kimbell carrie@firstteesanantonio.org.