



# CENTRAL LINKSGOLF

## Marketing & Communications Manager

### WHO WE ARE:

Central Links Golf is a full-service regional golf association dedicated to the betterment of the amateur golf community of the state of Kansas and the Kansas City metro area. Today the association has 170 member courses and over 33,000 individual members. Its membership is comprised of all demographics including men, women, adults, juniors, private and public golfers. A volunteer board of directors manages the affairs of Central Links Golf along with a professional staff of six. Additionally, more than 70 volunteers assist in course rating, competitions, and communications.

### SUMMARY:

Central Links Golf is looking for a Marketing & Communications Manager. This position will report to the Executive Director and implement the goals and objectives of the Board of Directors. The Marketing & Communications Manager will develop and execute marketing campaigns, advertising, and brand strategy with the goal of growing and maintaining membership. The Marketing & Communications Manager shall maintain a genuine interest in the game of golf, knowledge of the game, its rules, history and traditions.

### PRIMARY RESPONSIBILITIES:

- Support all marketing, communications, and brand activities.
- Oversee and utilize HubSpot marketing software to execute all marketing activities.
- Collaborate with tournament managers to grow participation in CLG events.
- Manage all CLG Social Media accounts: growing followers, managing campaigns, posting tournament results, etc.
- Design all necessary print material, signage, and visuals.
- Work with the Membership Director to develop marketing campaigns to engage new members, retain current members, and communicate member benefits.
- Create and manage website, CLG email newsletter, and social ads.
- Develop content calendar for all CLG communications and social media channels.
- Attend CLG events to capture visuals and interview players for content use on social media and other digital and print communications.
- Aid in development and sponsorship projects as needed.
- Understand CLG brand guidelines and ensure the brand is being represented appropriately.

### QUALIFICATIONS/SKILL SETS:

- Working knowledge of HubSpot preferred
- Experience using Canva, Adobe Suite (Photoshop, Lightroom, InDesign), video editing software, social media applications, and Microsoft Office
- Strong attention to detail
- Ability to communicate effectively with a diverse group of individuals

- Ability to Analyze reporting tools and communicate trends
- Ability to use DSLR camera and iPhone camera to capture and curate photos at CLG events
- Outgoing and creative personality
- Ability to think quickly and resolve problems
- Ability to work independently with minimal supervision and adhere to deadlines
- Sound judgment and decision-making capabilities
- Ability to identify and resolve problems efficiently
- Must have reliable transportation, valid driver's license, and proof of insurance

### **PHYSICAL REQUIREMENTS:**

- Lifting and carrying equipment up to 50 pounds
- Stand and walk for extended periods of time
- Work outside in extreme weather and temperatures with direct sun exposure
- Use of hands with computer data entry, phone assignments, collating materials, etc.
- Ability to hear and to see both short and long distances
- Must be able to operate a golf cart and drive a vehicle with a utility trailer in tow

### **WORK WITH US:**

The Marketing & Communications Manager will report to the Executive Director. This person will interact with CLG staff, volunteers, golf course staff, and tournament players. This is a full-time position with flexible start date around March 1, 2025.

Central Links Golf has an exceptional benefits package that includes employer-covered health insurance, cell phone plan, PTO, and 410k match. Salary will commensurate with experience.

All interested applicants should email resume, cover letter and references to [doug@clgolf.org](mailto:doug@clgolf.org) by January 15, 2025.

