



EMPLOYMENT OPPORTUNITY: Executive Director, International Association of Golf Administrators

Organization Overview

The International Association of Golf Administrators (IAGA) was established in 1968 when a group of golf administrators assembled to establish an organization that could support the growing needs of state, provincial, regional, and district amateur golf associations (Association(s)). Since that time, it has been facilitating leadership networks, sharing best practices, and convening Association leadership at annual conferences. The annual conference has been the principal venue for IAGA education and Association networking for over 40 years and programming has diversified into operational areas such as membership, championships, handicapping, junior golf, and communications to meet the evolving needs of the membership.

In this era of golf participation and grassroots Associations' membership flat or shrinking, IAGA members are calling for ongoing year-round support through the development of programs and services that individual Associations cannot create on their own. This obliges the IAGA to serve as an innovative consortium leader to meet critical needs for representation, advocacy, education, and business and operational excellence for organizations contributing to the health of the game. The IAGA Board of Directors, with the support of the membership, has committed to a comprehensive Strategic Plan designed to better meet the needs of the IAGA membership as the game evolves in the 21st century. The plan also provided an opportunity to re-examine the IAGA mission, vision and values in order to develop a strategy to transition over the next five years.

Executive Leadership Position Summary

Description: A full-time Executive Director will partner with the Board of Directors to implement strategic initiatives such as increasing membership, conducting branding and marketing activities, establishing important partnerships, developing revenue streams, and creating specific plans for key educational components. In addition, the Executive Director will be the primary representative of the association at national and international levels and will serve on external policy boards to help frame industry-wide initiatives. He/she will have oversight of all daily operational and administrative duties and will oversee an intern.

Reports To: IAGA Board of Directors (7 members)

Location: The IAGA office is currently located at the Golf Association of Philadelphia, Broomall, PA – the successful candidate is expected to conduct business out of that office.

Travel: A travel budget is provided, with travel estimated at 15%.

Website: IAGA.org

Key relationships:

IAGA Member Associations, approximately 100 associations with total staff of 750

United States Golf Association

PGA of America

Golf Canada

Club Managers Association of America
Golf Course Superintendents Association of America
National Golf Course Owners Association
Corporate sponsors, vendors and suppliers
Golf 20/20 and World Golf Foundation
Other industry organizations as identified

Major Responsibilities:

- Membership Development
 - Facilitate transition from an “individual” based membership to an association level model
 - Initiate, communicate, and implement a clear and concise growth plan, ensuring retention of current members
 - Develop an outreach strategy to recruit new member organizations
 - Promote and increase member use of IAGA programs
- Education
 - Gather member input to create a comprehensive education plan
 - Maintain and enrich the annual conference
 - Develop an executive mentoring program
- Marketing and Communications:
 - Work with IAGA Board on an organizational rebranding effort consistent with new membership model
 - Expand collaborative efforts with allied organizations and co-brand with industry partners to increase benefits to member associations
 - Create awareness of Association issues, initiatives, and challenges while enhancing the image of the IAGA and its members
 - Provide valuable, timely communication to members and the golf industry
- Development
 - Identify and engage retail and co-branding opportunities
 - Expand sponsorship/partnership revenue and identify alternative revenue streams
 - Create cost savings programs for membership (preferred vendors)
 - Oversee and manage the budget, ensuring the financial sustainability and growth of the association
- Conference planning
 - Lead site selection process and ensure that the IAGA Annual Conference continues to provide membership with engaging content, networking opportunities, and industry insights by working closely with IAGA Board, staff and Committees to deliver relevant speakers and fresh offerings.
 - Identify and secure appropriate conference sponsors

Key Selection Criteria

- College degree, with executive management experience
- A track record of results leading a performance and/or outcome-based organization and staff
- Experience working with and influencing volunteer board leadership or senior management teams to build and execute a strategic vision and operations plan
- Understanding of member-based organizational structures, processes, and economics
- Marketing and public relations experience with the ability to engage a wide range of stakeholders and cultures
- Strong written and verbal communication skills; a persuasive and passionate communicator; a relationship builder with presence
- Process and project management skills who can align people and resources
- Knowledge of and passion for the golf industry
- Ability to work independently with multiple disciplines and responsibilities that include some administrative duties.

Key Success Factors displayed by the ideal candidate:

- *Strategic vision, influence and industry leadership* that will build consensus, energize members, enhance key relationships and broaden the scope and outreach of the organization to inspire collaboration towards growth of the game
- *Effective Communication and Advocacy* that will solidify IAGA's value proposition among its membership and deliver consistent messaging across varied media platforms to diverse constituencies
- *Business Growth and Development* in advancement of the IAGA strategic plan and the establishment of performance metrics designed for revenue generation and association member expansion

Application:

Please forward a cover letter and detailed résumé with salary requirements to jobs@iaga.org , to the attention of Barb Trammell, IAGA President. Deadline for applications is **August 18, 2017**. Those selected to interview will be contacted after the application deadline.

