Founded in 1901, the Northern California Golf Association is one of the largest regional golf associations in the United States, with more than 150,000 individual members who belong to more than 1,200 member clubs throughout Northern California and into Nevada. Its mission statement is “to support and promote the game of golf”. Among other services, the NCGA provides its members with official handicap indexes, owns and operates two golf courses (Poppy Hills and Poppy Ridge- PHI), annually conducts more than 50 championships and over 500 days of competitive golf for all abilities, sponsors casual golf outings, travel, and special events, publishes NCGA Golf magazine, secures exclusive member discounts on products and services, and created and is expanding the Youth on Course (YOC) Foundation.

**Position:** Full-time  
**Status:** Exempt  
**Reports to:** CMO  
**Member:** Marketing Team

**Essential Duties & Responsibilities include the following** (other duties may be assigned):

**OBJECTIVES:**
1. Overall Revenue from Advertising and Sponsorships  
2. Accurate delivery of all digital member communications  
3. Database management: Unsubscribes in line, Deadlines achieved, Segments updated  
4. New Membership Growth Targets (team goal)  
5. Magazine Production efficiency

**CORE PROJECTS:**
- **NCGA Advertising:** Overall Revenue Strategy and Budget Management  
  - Develop and Oversee NCGA, PH/PR Sponsorships and New Revenue Streams  
    - Develop new revenue opportunities and establish principles  
    - New account pitches and follow-up  
    - Account Management  
  - Oversee Sales Operation: NCGA-led and Outside Partner oversite  
    - Establish Quarterly Objectives and Coverage plan  
    - Inventory management w/sales team(s)  
    - Creative reviews and assist, when necessary (e.g. digital ads)  
    - NCGA Account Sales Leader  
      - Account Management - existing sales/contracts/billing  
      - New account pitches and follow-up and unsolicited request management

- **Manage Digital Communications Calendar for all NCGA member touchpoints**  
  - Executes all electronic member emails (PH/PR NCGA E-Blasts and Bulletins)  
  - Ownership of all data-bases for member contact information, segmentation

- **Digital Media Advertising Program Leadership – NCGA and PH/PR:** paid and non-paid strategy  
  - Agency lead (DMG) for Google, Bing, new testing,  
  - Social media leader: content, video, member/student contributions for NCGA Facebook, Twitter, and Instagram accounts

- **Production Team Oversight:** Magazine and Digital Magazine  
- **Member Advantage Program leadership**  
  - Secure facilities, negotiate terms/contract, deliver promotional support  
- **Supports safe work habits and a safe working environment at all times.**
QUALIFICATIONS
To perform this job successfully, an individual must possess a strong attention to detail, good people skills, sales ability, team player attitude, ability to handle several tasks simultaneously, strong communication and organizational skills, strong writing and photography skills and a strong work ethic. Additionally, must possess a passion for the game of golf. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE
College degree and/or two to four years related communications and/or sales experience, or equivalent combination of education and experience.

LANGUAGE SKILLS
Ability to write routine reports and correspondence. Ability to communicate effectively with guests, management, vendors/suppliers, the general public and other employees of the NCGA. Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.

COMPUTER/BUSINESS MACHINE SKILLS
Advanced knowledge of various computer software programs including Microsoft Word, Excel and HTML. Website building and maintenance using WordPress. Working knowledge of Adobe Creative Suite (Photoshop is a must).

REASONING ABILITY
Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

PHYSICAL DEMANDS
While performing the duties of this job, the employee is continuously required to talk and hear. The employee continuously is required to sit. The employee is occasionally required to stand and walk. Specific vision abilities required by this job include close vision. The employee is occasionally required to lift 15 pounds. The employee is usually indoors in a controlled environment with low noise levels and occasionally outdoors in an uncontrolled environment.

OTHER QUALIFICATIONS
Must have reliable transportation, valid driver’s license and provide proof of insurance. The job requires travel as necessary with overnight stays. NCGA will reimburse mileage expenses at IRS-approved rate.

COMPENSATION AND BENEFITS
This is a full-time, salaried position. Salary and benefits are commensurate with experience. Some clothing will be provided, with the employee expected to source and maintain a high-standard of attire at all times. Benefit package includes health, dental and vision insurance. Dependents may be added with a portion paid by the employee. Participation in the company’s 401k plan after one full year of employment. Vacation, holidays, golf benefits and sick time also included.

The Northern California Golf Association is an Equal Opportunity Employer.