



Communications, Marketing and Event Management Coordinator

About Us

PGA of Canada Atlantic is an association of PGA Professionals in Atlantic Canada and is one of nine Zones that form the PGA of Canada

Established in 1911, the PGA of Canada is the second oldest and third largest professional golf association in the world. The PGA of Canada is a non-profit Association comprised of 3800 golf professionals across the country.

The PGA of Canada Atlantic was founded in 1946 and its 190 PGA Professionals work in the Golf Industry in various capacities including General Managers, Directors of Golf, Head Golf Professionals, Instructors, Coaches, etc.

The Association's mandate is to develop, promote and support our Members as experts in the game and business of golf and, in so doing, serve both its Members' needs and those of the golfing public through the Association's varied programs and events.

Member services and programming offered include Education, Employment, Professional Tournaments, Pro-Am Tournaments, Junior Programming, Junior Events, Meetings, etc.

The PGA of Canada Atlantic Office is located in St. Andrews, New Brunswick.

Job Overview

To coordinate the delivery of communication and marketing objectives including event management.

Job Responsibilities

- Develop and execute a communication and marketing plan
- Coordinate a consistent presence on social media
- Coordinate the delivery of a monthly newsletter
- Prepare and deliver articles for the Golf News
- Interview professional and prepare articles or bios for use on all media outlets
- Gather or prepare personal interest stories on PGA Professionals

- Develop a column ... “A day in the Life of a PGA Professional”
- Prepare stories and articles to ensure website is current
- Prepare email communications for members
- Ensure proper media coverage for events (pre, during and post)
- Prepare articles on tournaments including scores, venues and other newsworthy details
- Ensure increased exposure for our respective Partners for the event(s)
- Develop and deliver on a communication system that ensures exposure for all Partners on a regular basis
- Coordinate PGA Day
- Coordinate set-up and delivery of functions and tournaments
- Ensure timely scoring at tournaments including the use of Golf Genius
- Ensure scores are communicated to both the membership and through media sources in a timely manner
- Develop an event checklist
- Inventory and store all promotional materials necessary for events

EMPLOYMENT TERMS

- Beginning on April 25th, 2022 and ending on September 2nd, 2022.

COMPENSATION AND BENEFITS

- \$600.00 - \$720.00 per week based on 40 hours
- Playing opportunities may be available at some golf courses depending on the circumstances.
- Travel and associated expenses will be covered for all required travel.

APPLICATIONS

Accepted March 31st, 2022 and will close when a suitable candidate is identified.

Interested candidates are invited to submit their resume and covering letter to:

Lindon Garron, PGA
Executive Director
PGA of Canada Atlantic
Lindon.Garron.PGA@outlook.com

We thank all applicants in advance however only candidates selected for interviews will be contacted.