



POSITION DESCRIPTION:

Title: Regional Director, Western Canada
Status: Full Time
Level: Management
Reports to: Director, Golf Services
Ideal Start Date: April 11th, 2022

OVERVIEW:

The Regional Director, Western Canada position is Golf Canada's primary liaison with member clubs, the golf industry in Western Canada and Provincial Golf Associations. This role is crucial in connecting facilities across the country with Golf Canada services and programming. The success of golf facilities is critical to the success of Golf Canada and the Provincial Golf Associations. The ideal candidate will have a growth mindset and will help Golf Canada better understand the needs of members and member facilities alike, while also forging positive and impactful relationships with industry stakeholders across Western Canada.

AREAS OF FOCUS:

Relationships:

50%

- Show leadership in developing outstanding relationships with our individual members, member clubs, Provincial Golf Associations, our Golf Canada Board of Directors, and industry stakeholders.
- Grow and maintain a robust network of golf facility owner/operators, PGA Professionals, GJAC members, Club Managers, Canadian Golf Course Superintendents across Western Canada.
 - Using those connections, work with operators to achieve membership growth and attracting new facilities to be affiliated with Golf Canada.
- Assist clubs with Golf Canada membership implementation, while also identifying areas of growth within those existing member clubs.
- Continually strive to develop and create additional benefits for the Golf Canada membership program.
- Facilitate a collaborative and positive working relationship between Golf Canada & all four Provincial Golf Associations in Western Canada.

Business Development:

25%

- Work with Golf Canada & Provincial Golf Association staff to identify growth opportunities and create strategies to target new member clubs, leagues and individuals to becoming affiliated with Golf Canada.
 - Work in tandem with each Provincial Golf Association to achieve shared membership targets and goals
- Represent Golf Canada at regional stakeholder and trade-show events (Provincial Golf Association AGM's, General Meetings and Board Meetings, PGA Merchandise Shows, NGCOA Trade Shows, CSCM, etc.).
- Identify and connect potential donors to the First Tee Canada to the Golf Canada Foundation

- Seek or identify potential commercial partnerships to expand membership benefits in Western Canada.

Advocacy/Regional Support:

15%

- Present on behalf of Golf Canada's strategic priorities during Regional town halls and AGM's in coordination with the Western Canadian Provincial Golf Associations.
- Utilize Golf Canada's Amateur Championships to focus on creating and maintaining club connections, while also assisting where possible with regional contacts for services and corporate connections.

Planning:

10%

- Collaborate with all departments within Golf Canada & and the Provincial Golf Association's operations teams to ensure programming is shared with facilities in an impactful and lasting way.
 - Additionally, develop materials and communications with facilities around the Golf Canada Mobile App. Ensure that facilities are using the App to educate golfers on their own individual services and amenities, while also gaining maximum audience reach within those facilities.
- Provide regional insight and knowledge to all Golf Canada and Provincial Golf Association departments on industry trends and initiatives.
- Work with fellow Regional Directors to identify further areas of growth and business development.

REQUIRED SKILLS, KNOWLEDGE, & ABILITIES:

- University/college education in related field of study preferred;
- Minimum ten (10) years of Sport Industry Association experience;
- Solid knowledge of the golf industry, current trends and golf business as a whole;
- Outstanding sales and sales management experience, along with a high level of business acumen and customer relationship/retention skills
- Strong communication and presentation skills;
- Commercial experience with sales & partnerships with experience in membership assets.

APPLICATION DETAILS:

Golf Canada - Human Resources
 1333 Dorval Drive, Suite 1
 Oakville, ON L6M 4X7
 Email: resumes@golfcanada.ca

One (1) position available. Golf Canada will interview up to five (5) candidates. Forward cover letter and resume, by e-mail or mail only, NO PHONE CALLS PLEASE to the above contact by **11:59pm, March 18th 2022**. Golf Canada thanks all applicants but will contact only those who will be invited for an interview.

NOTE: The Golf Canada's regular hours of work are 40 hours per week, namely Monday to Friday, 8 hours a day and 5 days a week including a one-hour lunch. However, the demands of your position may mean that your hours of work will vary, may be irregular and will be the hours required to meet the objectives of your employment.

Golf Canada is committed to a working environment which is free from discrimination and harassment and is inclusive and respectful of individual differences and strengths.