

POSITION OVERVIEW – Coordinator, Marketing & Communications
FULL-TIME POSITION



POSITION TITLE

Coordinator, Marketing & Communications

OVERALL ACCOUNTABILITY

Reporting to and working closely with the Executive Director, the Coordinator, Marketing & Communications will provide leadership, direction and support to the day-to-day operations, the marketing strategy of the PGA of Ontario and its member service initiatives.

The Coordinator, Marketing & Communications will contribute to the continual improvement and success of PGA of Ontario by developing and maintaining strong relationships with all golf industry partners, stakeholders, and employees.

The successful candidate is a flexible yet focused professional who is highly capable in the delivery of professional member services. Most importantly, they are a person who understands how the golf industry operates or who can quickly adapt to key industry trends. The successful candidate will be a true team player, leader, and cultural fit within the team dynamic. It is imperative that the Coordinator, Marketing & Communications be an idea person who will add to the strategic thinking and planning of our operational team. The successful candidate will be responsible for creating, managing, and scheduling most written content on behalf of the Association.

This role is crucial in facilitating the growth of the PGA of Ontario's brand and member engagement. The ideal candidate will ensure that effective marketing communication measures are in place and will help the PGA of Ontario better understand the needs of members and member facilities alike.

SPECIFIC ACCOUNTABILITIES

- Responsible for the creation, implementation, and execution of marketing strategies to meet the organizational objectives while ensuring consistent messaging for all initiatives.
- Develop content and publish member and media releases via e-news channels, social platforms, and website.
- Develop and manage internal content calendar, integrating appropriate team members and stakeholders as required.
- Constantly builds image and awareness of the PGA member and Association.
- Develops innovative practices and programming that drives engagement and fosters a positive member culture.
- Working with the Tournament Chair and Member Services liaison, assist with tournament setup and execution, coordination of all tournament-related items and partner activations.
- Participate in Committee meetings and lend support as needed.
- Be a positive brand ambassador at all Association events and activations.

POSITION OVERVIEW – Coordinator, Marketing & Communications
FULL-TIME POSITION



PRIME SELECTION CRITERIA

- A post-secondary education along with experience and strengths developed in a progressive golf-related or Association setting within a customer service driven environment is strongly preferred.
- Excellent verbal and written communication skills. Experience or background in creative writing, journalism, content creation, storytelling considered an asset.
- Strong interpersonal skills, with the ability to network and perform outreach is critical due to the highly collaborative nature of this role.
- Knowledgeable and effective in the areas of product branding, public relations, advertising, promotional initiatives, and event planning.
- Demonstrated ability in project management and working effectively under pressure in fast-paced environments.
- Strong ability to manage multiple on-going projects at once (multi-tasking, time management).
- Ability to review and advise on the viability of existing procedures and initiate new options and marketing programs.
- Strong computer systems experience preferably with the Microsoft Office Suite of products and most social media platforms as well as understanding of how to evaluate their application and possible impact. Familiarity with graphic design and video publishing are an asset.
- Must possess a valid Canadian driver's license and have access to a vehicle. This role is based out of our office in Markham and requires travel to events.

PERSONALITY / INTERPERSONAL SKILLS

From a personal standpoint, the Coordinator, Marketing & Communications ideally possesses the following attributes:

- Highly organized, efficient, and detail oriented. Able to effectively manage deadlines.
- Coachable, able to receive feedback in a positive manner and respond constructively.
- High degree of creativity and a change-oriented leader. A self-starter with an entrepreneurial spirit who encourages and inspires others to provide open, creative input.
- Demonstrated decision-making ability and proactive problem solver. Consistently maintains their professionalism, confidence, and decisiveness.
- Down-to-earth positive attitude and enthusiastic manner. Has a passion, intrinsic desire, and willingness to serve.

COMPENSATION & TERM DETAILS

- \$60,000 – \$70,000 annually
- Full-time salaried position
- Start date: We look forward to welcoming someone to our team as soon as possible

POSITION OVERVIEW – Coordinator, Marketing & Communications
FULL-TIME POSITION



BENEFITS

- Medical & Dental benefit program available after a prescribed waiting period
- Reimbursement for work-related travel at \$0.59/KM
- Fantastic work culture - You will be a valued member of our team. Your thoughts, ideas and opinions will matter
- Autonomy – You will be trusted and encouraged to create work processes that suit you and garner the greatest results
- Flexibility – The PGA of Ontario strives to promote a strong work-life balance ensuring the psychological wellness of its team

ACCOMMODATION

The PGA of Ontario is an equal opportunity employer, and we are committed to creating an accessible and inclusive organization as well as providing barrier-free and accessible employment practices in compliance with the Accessibility for Ontarians with Disabilities Act (AODA). Should you require Code-protected accommodation through any stage of the recruitment process, please make them known when contacted and we will work with you to meet your needs. Disability-related accommodation during the application process is available upon request.

CONTACT INFORMATION

Application deadline: Tuesday, February 27, 2024

All interested persons should forward a cover letter and resume to:

Melanie van der Hoop
Executive Director, PGA of Ontario
pgaofontario@gmail.com