

The New York State Golf Association
Manager, Digital Marketing & Communications



Job Title: Manager, Digital Marketing & Communications

Location: Syracuse, NY

Job Summary: The New York State Golf Association (NYSGA) is looking to hire a full-time staff member to join the Marketing & Communications team. This individual is responsible for overseeing the NYSGA's digital marketing & communications presence as well as assist the Director of Marketing & Partnerships with any other projects/assignments as needed.

Essential Duties and Responsibilities:

General Marketing/Communications

- Implement a year-round digital advertising plan, utilizing current advertising platforms (email database, social media, Google advertising, etc.) and new advertising opportunities – goal is to enhance and extend the reach of the NYSGA brand, especially to the new golfers, and grow the NYSGA's key programs including membership (GHIN) and tournament participation.
- Support management of the NYSGA email database to follow industry best practices and allow for segmenting groups to target specific demographics.
- Create written content for the NYSGA media platforms to offer more unique stories about the current NYS golf community and historically significant stories.
- Manage communications across various platforms, including the website, social media, electronic/digital channels, and print materials.

Competitions

- Enhance the NYSGA's media relation program to encourage local/state media outlets to use NYSGA content on their platforms. This is accomplished by managing the state-wide list of media contacts, checking-in to ensure we understand the content they need and the format and providing the best content possible – whether it is written, photo, or video.
- Attend assigned NYSGA championships and other important competitions in the state to assist with photography and video to create additional and stronger content, including social media graphics, recap stories, and video segments.
- Grow marketing content and promotion of the NYSGA Amateur Series and create a monthly newsletter with consistent updates and results throughout the season.

Foundation and Volunteers

- Focus on providing consistent marketing content for the NYSGA Foundation's initiatives with an emphasis on Scholarships, Youth on Course, and Hall of Fame.
- Develop a stronger communication with NYSGA volunteers including regular updates via the newsletter, spotlight volunteers monthly, and communicate with our volunteers.

Qualifications:

- A bachelor's degree in marketing, journalism, communications or other relevant fields
- Experience in digital marketing or communications role, producing written and/or multimedia content, managing an email database and/or CRM platform, and creating social media content for an organization.
- In-depth knowledge of Adobe Creative Suite (Premiere, InDesign, Photoshop, etc)
- Excellent written and oral communication skills, videography and photography experience required
- Willingness to travel and the ability to work long hours at tournaments during season. Highly motivated with ability to work in fast-paced environment

Compensation & Benefits:

- Commensurate with experience (50-60K range, not including benefit package)
- SIMPLE IRA Retirement Plan with company match
- Medical and dental insurance
- Travel reimbursement, company cell phone, staff clothing, professional dues

Application Process:

The position will remain open until filled. The start date will be determined by the mutual needs of the NYSGA and successful applicant. To apply, submit resume and cover letter to Dan Thompson, Director of Marketing and Partnerships, at dan@nysga.org.