



UTAH GOLF ASSOCIATION

“A Membership for Everyone!”

The Utah Golf Association (UGA) is the governing body of amateur golf in the state of Utah. The UGA conducts a full schedule, covering most of the calendar year. Included in the UGA schedule are amateur competitions and qualifying rounds, eight-man team leagues throughout the state, interstate competitions and team and individual participation in regional and national competitions. The UGA is governed by a volunteer Board of Directors made up of twelve men and women who serve for three, three-year terms. The day-to-day operations of the association are currently conducted by a full-time staff of five. The UGA has nearly 32,000 individual members and 120 clubs. The Utah Golf Association headquarters is in Salt Lake City, Utah.

- POSITION:** Director, Marketing & Membership
- REPORTS TO:** Executive Director
- LOCATION:** 4444 South 700 East, Suite 105, Millcreek, Utah 84107
- SALARY:** Commensurate with qualifications and experience; commission package available
- BENEFITS:** Major Health Care for employee, 50-50 premium sharing for spouse and/or dependents; dental; life Insurance; 401k with 4% match; mileage reimbursement; limited flexibility in working from home; paid vacation, holidays and sick leave, tech reimbursement
- PLEASE INCLUDE:** Letter of interest, resumé, references and salary requirements
- DEADLINE:** October 25, 2022

Send letter of interest, resume, references, and salary requirements in PDF format via e-mail to:

Easton Folster, Executive Director
Utah Golf Association
Email: easton@uga.org

Director, Marketing & Membership

Job Mission

This position will oversee marketing and promotional efforts geared toward the retention and growth of the UGA membership, and the acquisition of new sponsorships. In addition, provide customer service to both individual members and member clubs of the Utah Golf Association (UGA) and ensure that all benefits of membership are being delivered.

Marketing & Membership

- Work with the Executive Director to create and implement a marketing strategy to attract and retain new members and sponsors
- Create, execute, and track all marketing and digital communication strategies. Analyze and project Return-on-Investment for proposed communication and marketing campaigns
- Work with the Executive Director to increase brand awareness throughout the state
- Work with the Executive Director to identify new revenue streams for the Association
- Responsible for fulfilling and promoting member benefits
- Identify and implement new member benefits to enhance the UGA member experience
- Visit and collaborate with UGA member clubs on Association and USGA initiatives
- Identify outreach opportunities in the community to better serve the golfing population
- Create and execute all marketing and digital communication strategies
- Responsible for tracking and maintaining accurate membership data for UGA members
- Point of contact and technical support for UGA Member Clubs
- Design and deliver bi-monthly newsletters to UGA members to coincide with handicap revisions
- Work with and provide direction to UGA marketing and communications agency, Fairways Media, on creating, planning and fulfilling advertising and communications campaigns
- Conduct educational seminars for member clubs on USGA Handicapping and GHIN products
- Plan, schedule, and host UGA member days at golf courses around the state

Technological Services

- Manage, troubleshoot, and resolve all issues within statewide inventory of score posting tablets/PCs
- Manage projects with UGA website developer (Golf Nations)
- Create and manage content on UGA website
- Train staff, Board members, member clubs, and individual members on the UGA website and GHIN products
- Point person for the purchasing of all UGA computer hardware. This includes computers in the UGA offices and all hardware at UGA member clubs
- Responsible for the maintenance of the association database (CRM)

General Job Responsibilities

- Responsible for working with the Executive Director and Controller on the creation of an annual budget for all programming which this employee oversees
- This position will require some travel
- Comply with all other expectations as defined in UGA employee manual
- Act as support staff at UGA Championships
- Perform additional duties as assigned by the Executive Director

Qualifications & Experience

- Bachelor's degree from a four-year college or university preferred
- Two or more years of relevant work experience in marketing preferred
- Strong customer service skills, background in customer relations
- Knowledge of the golf industry preferred
- Project management experience preferred
- Experience using Microsoft Office, Adobe Products, CRM programs, and GHIN Products preferred
- Experience in database management preferred
- Self-motivated individual with strong work ethic and enthusiasm
- Experience using all social media platforms, primarily Facebook and Instagram preferred

Physical Requirements

- Time spent at UGA headquarters will be at a desk, some time will be spent at tournaments, events, seminars, meeting with clubs and members, and other travel as needed
- Ability to effectively communicate with co-workers, customers, and outside agencies by telephone and in person. Ability to lift/carry up to 50 lbs