



Job Title: Marketing Manager
Department: Marketing & Communications
Reports To: Head of Marketing & Communications
FLSA Status: Full-time (Non-Exempt)

Job Purpose

The Marketing Manager will oversee brand and outbound marketing initiatives for AZ GOLF. The role will be responsible for executing comprehensive marketing programs supporting internal and external clients, driving member engagement, and cultivating strong partnerships with internal and external teams. This role requires a blend of creativity, data-driven decision-making, and relationship-building skills and will work closely with internal teams to drive growth and brand awareness for the Association. The position requires a creative thinker with a passion for golf, capable of engaging with diverse audiences and maintaining a positive public image for AZ GOLF.

Duties and Responsibilities

Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Marketing Strategy & Management

- Implement a comprehensive marketing and brand strategy plan to promote AZ GOLF's mission, values and programs.
- Analyze marketing efforts and prepare reports on communications & campaign performance, using data to optimize future strategies.
- Manage online advertising efforts (Google Ads, social media, display ads) and optimize digital marketing strategies to drive engagement and conversion.
- Develop post-campaign reports highlighting successful execution of partner programs, media delivery overview and campaign metrics.
- Analyze industry trends, competitor marketing efforts, and target audience behavior to adapt strategies and improve campaign effectiveness.
- Oversee the development of marketing materials such as brochures, promotional videos, newsletters, and digital content that resonate with the AZ GOLF's target audiences.
- Work with the media manager to create engaging content for social media channels, building a strong online community and increasing followers.

Brand Management

- Uphold and enhance the AZ GOLF brand identity through consistent messaging across all marketing channels, including print, digital, and social media.
- Manage AZ GOLF's brand reputation by ensuring alignment across all touchpoints with members, sponsors, and the public.
- Ensure the consistent application of the AZ GOLF brand voice across all marketing and partnership executions as defined in the current brand guidelines to strengthen and reinforce the Associations brand identity.

Skills and Qualifications

Education: Bachelor's degree in marketing, communications or a related field.

Experience: Minimum 3-5 years of experience in a related field. Experience in sports marketing a plus.

Skills

- Exceptional written, presentation and verbal communication skills.
- Strong project management skills and the ability to meet multiple deadlines.
- Ability to work both independently and as part of a team.
- Proficient in social media management and digital marketing tools (Hubspot).
- Proficiency in Microsoft Office Suite, Adobe Creative Suite (Photoshop, InDesign, Express), Canva and basic photography, video and editing skills preferred.
- A deep understanding of the golf industry and its audience is a strong plus.

Working Conditions

- Spends a significant amount of time in an office setting, routinely using standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.
- Travel locally to visit golf courses and to oversee special promotional events using a personal or company car.
- A flexible work schedule with some evening or weekend work may be necessary when supporting Association events.

Physical Requirements

- Ability to lift 20 pounds unassisted
- Able to drive a vehicle

Updated: __/__/__

Employee Signature: _____

Date: __/__/__

Manager Signature: _____

Date: __/__/__