



## ARIZONA GOLF ASSOCIATION

### COMMUNICATIONS COORDINATOR

*The Arizona Golf Association (AGA), which was founded in 1923, is a not-for-profit 501(c)(4) association that serves as the official governing body of amateur golf in Arizona with more than 700 men's and women's clubs and serving nearly 80,000 individual members. Today, the AGA is a volunteer-based organization directed by amateur golfers passionately dedicated to promoting the game of golf and providing valuable benefits and services to its members.*

#### General Responsibilities

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

- *Write copy for all initiatives, including marketing, sales, and internal communications*
- *Designs marketing and promotional materials for the company.*
- *Edits all promotional materials prior to distribution.*
- *Analyzes company's social media and online presence.*
- *Manage and update company website, including design*
- *Take photos using DSLR camera and utilize Adobe Photoshop to enhance appearance*
- *Create video content using DSLR camera and Adobe Premiere Pro editing software*
- *Executes company strategy on social media sites like Instagram, Twitter and Facebook, and monitors industry leaders for fresh ideas and concepts*
- *Contributes to company blog or website.*
- *Assists in redesigning company website as requested.*
- *Create email campaigns through Mailchimp software*
- *Organizes and oversees promotional events.*
- *Research ways to reach a wider consumer base, either online or in print.*
- *Ensures that all promotional materials are aligned with company's brand identity.*
- *Addresses any problems that may arise with promotional content or distribution of materials and advise Senior Staff of any apparent conflict.*
- *Strong attention to detail in completion of all tasks and assignments.*
- *Reviews work completed by interns.*

#### Skills and Qualifications

- *A communications coordinator holds a bachelor's degree in Marketing, Communications, English, or Journalism.*
- *Coordinators must also have approximately 1-2 years of experience working in the marketing and communication sector. Golf industry experience a plus.*
- *Proven expertise in creative writing and use of the English language*

## **Working Conditions**

- *A communications coordinator spends a significant amount of time in an office setting, designing promotional materials, routinely uses 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 personal or company car.*
- *Work 40 hours per week, with some overtime and evening/weekend shifts necessary when promoting certain events or product launches.*

## **Physical Requirements**

- *Ability to lift 40 pounds unassisted*
- *Able to drive a vehicle*

## **Compensation Package**

- *Commensurate with experience*
- *Medical, dental, vision, life, and disability insurance*
- *Paid vacation, sick leave & holidays*
- *401k plan*
- *Cell phone*

## **Application Process**

Please forward cover letter, resume, and salary expectations to:

David Bataller  
Director of Communications  
Arizona Golf Association  
[David@azgolf.org](mailto:David@azgolf.org)

Application Deadline: Position open until filled