



Digital Marketing Manager

Job Description

Job Title: Digital Marketing Manager
Reports To: Senior Director of Marketing
Location: Remote

Department: Marketing
FLSA Status: Exempt
Effective Date: TBD

SUMMARY:

Youth on Course is a globally recognized organization based in Monterey, CA and the largest youth golf access organization in the world serving more than 400,000 members and over 100,000 alumni through subsidized rounds of golf. Youth on Course also offers college scholarships, internships in the golf industry as well as other related programs. We are currently experiencing rapid growth in all 50 states, Canada, and Australia.

POSITION SUMMARY

The Digital Marketing Manager leads Youth on Course's marketing communications to members and owns how members experience the organization online. This person comes to work every day focused on two things: making our marketing communications sharper and more effective, and making the website work harder for the young people we serve. Email, SMS, push, lifecycle communications, and the website drive how members find Youth on Course, join, and stay active — and this role owns that work end to end, strategy and execution, across national programs, campaigns, and partnerships. It is a builder's role in a fast-paced, mission-driven environment, with primary ownership of marketing communications and website, and secondary support across social media and cross-functional campaigns. This role reports directly to the Senior Director of Marketing and collaborates closely with the Chief Marketing Officer and other members of the Marketing team. Because marketing communications and the website touch every part of the organization, this person will also partner regularly with teams across Youth on Course, including Member Success, Development, Events, and Technology.

ESSENTIAL FUNCTIONS:

- Plan, write, build, and send member email, SMS, and push notifications across broadcast and lifecycle journeys, including onboarding, renewal, re-engagement, and campaign sends.
- Own member lifecycle and marketing communications end to end — segmentation, automation, and the journeys that turn interested individuals into active members.
- Own the website as a growth and communication asset — content, landing pages,



and continuous improvements to how members find, join, and engage.

- Write clear, on-brand copy across email, web, and blog. Strong writing is the core craft of this role.
- Track and report performance across channels, and use the data to continuously improve.
- Partner with the paid media agency on strategy and briefing (the agency owns campaign execution).
- Support social media, campaigns, and partnership activations alongside the broader marketing team.

KNOWLEDGE, SKILLS, & EXPERIENCE:

- 4+ years in digital marketing with hands-on ownership of email, SMS, and lifecycle communications.
- Marketing experience in (or adjacent to) the golf industry is required
- Excellent writer and communicator who can turn a brief into copy that sounds human and moves people to act.
- HubSpot experience strongly preferred — including email, SMS, workflows, and CMS.
- Comfort owning both strategy and execution in a lean, fast-moving environment.
- Strong organizational instincts and the ability to manage many moving pieces without dropping them.
- Marketing experience beyond digital — for example in brand, partnerships, events, or campaign management — is an added plus.
- Experience marketing to a membership base or within a mission-driven nonprofit is preferred.
- Must have a valid US driver's license.

COMPENSATION & BENEFITS

- Salary Range: \$75,000 - \$90,000 (commensurate with experience)
- Performance-based bonus/incentive opportunities.
- Comprehensive benefits package including health, dental, vision, and 401(k) matching.
- Generous PTO and flexible work schedule.
- The opportunity to impact thousands of young lives through the game of golf.

WORK SCHEDULE:

- Typically Monday through Friday, 8am to 5pm.
- Some late nights and weekend work required though.
- Travel: If working remotely, employee must travel to home office at least quarterly and be available to come to Monterey offices as needed for priority meetings.