



JOB DESCRIPTION

SENIOR DIRECTOR, MARKETING

Job Title: Senior Director, Marketing

Department: Marketing

Reports To: Chief Marketing Officer

FLSA Status: Exempt

Location: Monterey California, Remote Option Available

SUMMARY:

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

POSITION SUMMARY

The Senior Director, Marketing position manages the day to day strategic direction of the external facing brand, marketing programs, and public relations initiatives for Youth on Course. This position works closely with CMO to develop organization marketing direction including creation of annual awareness and revenue goals that align with overall growth projections for the organization. Additionally, this position (in close counsel with CMO) will contract with and oversee agency partners in the areas of brand management, public relations, and social media. This position will receive general supervision and work collaboratively with Youth on Course staff to create, develop, oversee, and maintain a marketing and communications plan to continue the growth of the organization.

ESSENTIAL FUNCTIONS:

- In partnership with the CMO, develop strategic marketing planning for Youth on Course in the area(s) of - Brand, Social/Digital, PR, Influencer/Celebrity and traditional media.
- Oversight responsibilities of any agency partners - Brand Marketing, PR and Digital. This includes managing any RFP process (if necessary), regular communication with partners, ensuring projects and goals are on track, etc.
- Develop and manage (with agency partners and internal staff) the Golfer, Influencer, and Celebrity programs to grow national awareness via all marketing/PR channels.
- Manage day to day interaction with Corporate Partners. Ensuring partnership outcomes are being achieved for both entities.



- Work across internal channels to successfully develop and execute marketing initiatives - the majority with Youth on Course Fundraising Department efforts and AGA partnerships.
- Day-to-day budget management for the Marketing department, including annual budget preparation, regular reconciliation, and keeping CMO aware of budget performance.
- Perform regular research and measurement of all marketing channels. Manage daily the process of optimizing each to maximize awareness and revenue goals.
- Develop quarterly marketing reporting (showcasing metrics and success of marketing programs) for CMO/CEO that can be shared with the Board of Directors.
- Other duties as assigned, including professional development.

KNOWLEDGE, SKILLS, & EXPERIENCE:

- Bachelor's Degree, with preferred emphasis on marketing and/or communications.
- 8-12 years of successful brand marketing experience across various disciplines - brand, creative, social/digital, PR, events, traditional media and performance marketing.
- Strong experience in strategy, planning and evaluation of marketing campaigns and programs.
- Experience working with and maximizing ambassador, athlete, celebrity, and influencer relationships.
- Knowledge of the sport of golf is required. Additionally, experience in working in a marketing function in golf is required.
- High level of understanding and experience in digital/social as well as performance marketing. Emphasis on analytics and ability to adapt quickly to a particular channel to grow revenue.
- Direct experience with PR programs and working with agencies/media.
- Comfortable working in a small but high-profile organization.
- Strong written and oral communication skills and the ability to speak publicly on behalf of the organization.
- Excellent organizational skills, attention to detail, and the ability to manage logistics for multiple initiatives simultaneously.
- Advanced knowledge of various computer software programs including Microsoft Office suite, Google Drive suite, Asana, CRM, website, and SEO.
- Must have a valid US driver's license.
- Position has the option of being remote

COMPENSATION:

- Salary Range: \$130,000 - \$150,000 (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 10-25% of the job.
- If working remotely, employee must travel to home office once a quarter and be available to come to Monterey offices as needed for priority meetings.