



Title: Director, Marketing & Communications

Reports To: Executive Director

Location: Lafayette, Louisiana

About the LGA

Founded in 1920, the Louisiana Golf Association (LGA) has 95 member clubs and 21,000 individual members. Our stated mission is to foster the enhancement and expansion of amateur golf through the development of member and information services, the promotion of opportunities for all who want to play, and the protection of the game's integrity and valued traditions. The LGA serves and advances golf in Louisiana. We offer numerous benefits and services to our members and member clubs, including administration of the World Handicap System, course rating and measuring, education on the Rules of Golf, and a full schedule of statewide competitions for men and women of all ages and abilities. We also run the Louisiana Junior Golf Tour (LJGT) and oversee Team Louisiana in partnership with the United States National Development Program (USNDP). We are an Allied Golf Association of the USGA.

Position Summary

The Director, Marketing & Communications is responsible for the day-to-day marketing and promotional efforts geared toward association programming, while leading the creation and development of content in various forms (photography, written copy, graphic design, videography, etc.) for distribution across all association communication channels.

Responsibilities

- Lead efforts to deliver engaging content on all communication platforms, including websites, social media, email, etc.
- Develop and implement marketing plans to increase membership, as well as inform, promote, engage, and attract new followers of the association.
- Build and manage a comprehensive schedule to consistently promote association programming and events in an effective and timely manner.
- Oversee the creation and development of content in various forms to include written, photography, graphics, and video which support established communication and marketing objectives.



- Assist with the written and visual promotion of LGA programming and events (onsite and remote), including competitions, statewide junior tour, member trips, etc.
- Assist with conducting LGA Board of Directors meetings.
- Assist with member and club surveys, compiling data, and the LGA's strategic plan.

Supervisory Responsibilities

- Oversee and ensure completion of responsibilities for the USGA PJ Boatwright intern, Communications & Marketing position, while fostering creativity, collaboration, and professional growth.

Knowledge, Education, Skills & Abilities

- Bachelor's degree in communications, marketing or similar is preferred.
- Exceptional writing and editing skills to include long-form storytelling and concise, high-impact copy.
- Strong photography skills with an eye for composition, lighting and narrative.
- Graphic design and multimedia experience is a plus.
- Working knowledge and understanding of audio/visual equipment.
- Proven ability to lead and inspire creative teams.
- Possesses strong attention to detail and the ability to handle several tasks simultaneously.
- Strong written and verbal communication skills, organizational skills, and a strong work ethic.
- Proven ability to maintain sensitive and confidential information.
- Has integrity, is punctual, and courteous in dealing with all employees, customers, partners, and sponsors.
- Professional conduct on and off the golf course.
- Knowledge of Microsoft Office, Adobe Creative Suite, Canva, HubSpot and related applications is preferred.
- Experience in the golf and/or sports industry is a plus.



Work Environment

- The employee must be able to excel working both independently as well as part of a team environment.
- The position is based out of the LGA's home office located in Lafayette, LA and requires the employee physically be present in the office during normal business hours unless traveling for business purposes.
- Additional hours are frequently required on weekends and during peak work periods such as the competitions season.

Physical Demands

- This position often works in an outside golf course environment, spending several hours a day in various weather conditions.
- This position frequently works in an office environment and uses a computer, telephone, printer/copier, and other office equipment as needed to perform duties. This may include prolonged periods sitting at a desk and working on a computer.
- Physical demands include loading/unloading of supplies and equipment from a vehicle and working in various weather conditions including extreme heat.
- This position requires travel throughout the state of Louisiana and situationally throughout the southeast United States.

Mental Demands

- Regularly required to use written and oral communication skills with various audiences.
- Read and interpret data, information, and documents.
- Perform highly detailed work under changing, intensive deadlines on multiple concurrent tasks.
- Interact with co-workers at all levels, vendors, players, volunteers, spectators, parents and the general public.

Compensation and Benefits

- Salary commensurate with qualifications and experience.



- Full benefits package including medical and dental insurance with no waiting period.
- Retirement Plan with no waiting period.
- Association logo apparel provided.
- Paid Time Off.
- Mileage and Cell Phone reimbursement.
- Golf privileges at The Wetlands Golf Course.

To Apply

Interested candidates should email a cover letter, resume, and a minimum of three references to LGA Executive Director Logan Ray (loganr@lgagolf.org). Interviews for those selected will be conducted at the LGA office in Lafayette, LA as soon as practicable. The position will remain open until it is filled. The Louisiana Golf Association is an Equal Opportunity Employer.

Disclaimer: The information portrayed in this job description has been designed to indicate the general nature and level of work performed by the employee within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of the employee assigned to this job.