



Part Time Digital Marketing and Design Coordinator

The First Tee of Greater Richmond is one chapter of an international non-profit youth development organization, The First Tee. The First Tee was created in 1997 by the World Golf Foundation to provide young people of all ethnic and economic backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as Honesty, Integrity, Responsibility and Sportsmanship. By engaging young people in a combination of life skills, leadership, and golf activities, youth are also exposed to positive traits that will help them achieve success in life.

The First Tee Life Skills Experience is the unique component that sets The First Tee apart from other junior golf and youth development programs. In 2018, The First Tee of Greater Richmond reached over 80,000 area youth through three primary programs: The First Tee Life Skills Experience, The First Tee National School Program, and collaborative community partnerships with other youth serving organizations.

Vision: To strengthen the character of our community.

Mission: To impact the lives of young people by providing educational programs that build character, instill life-enhancing values, and promote healthy choices through the game of golf.

Reports to: Senior Director of Marketing & Events

Job Description: The First Tee of Greater Richmond seeks a self-motivated, collaborative, and enthusiastic leader to carryout day-to-day digital and social media marketing strategies. The organization is looking for a candidate with a background in marketing and graphic design with the ability to adhere to The First Tee of Greater Richmond's branding guidelines. This is a part-time position.

Responsibilities

Social Media

- Create content – graphics and copy
- Serve as point person for communicating upcoming events, program deadlines, and program highlights to social media platforms

Digital Media

- Keep websites up-to-date with upcoming events, youth programs information, photos, and graphics.
- Create and manage monthly newsletters & biweekly programming newsletters.

Graphic Design

- Construct organization flyers for youth programs, fundraising events, and community partnerships.
- Design “brand packages” for each event to use in marketing efforts.
- Create Annual Reports and Annual Fund marketing pieces for digital media and print media.

Preferred Qualifications

- Graphic design and content creation – portfolio submission preferred
- Understanding of social media and digital media and how it relates to all areas of modern-day marketing – including a grasp on Facebook Business Manager
- Overall ability to design cohesive content based upon the organization's current goals
- Excellent written, interpersonal, and communication skills
- Aptitude in working with diverse community groups including volunteer leadership and corporate community
- General golf knowledge and/or background and commitment to the goals and philosophy of The First Tee

Preferred Competencies

The First Tee of Greater Richmond is seeking a professional with interest in pursuing a career in youth development, event management, or marketing. Candidates should understand the needs and qualifications for managing special events and marketing efforts and will exhibit the following core competencies listed below. Candidate will convey The First Tee of Greater Richmond's brand image to community partners, staff, volunteers, participants, parents, patrons, coaches, teachers, and donors, and will consistently provide excellence in a manner that reflects the organization's mission.

- High Standards, expects personal and team performance to be nothing short of great
- Collaborative, reaches out to peers and cooperates with supervisors
- Organized, plans and focuses on key priorities
- Intelligent, quickly and proficiently understands and absorbs information
- Persistent, demonstrates the ability to get things done
- Proactive, brings new ideas and acts without having to be told what to do
- Enthusiasm, has a passion for helping young people

Job Details

This is a part time position (approximately 20 hours per week) paid hourly based upon experience.

Interested applicants should email a cover letter, resume, and design portfolio (if applicable) to Madison Medlin, Senior Director of Marketing and Events: madison@thefirstteerva.org