

Assistant Director of Strategic Communications

REPORTS TO:	Director of Communications & Marketing
STATUS:	Regular/exempt, full-time employee
START DATE:	Immediate
APP DEADLINE:	Friday, August 23 rd , 5:00 PM EST
LOCATION:	Golf House in Norton, MA. Travel within the state (and region on occasion) is required.

Reporting to the Director of Communications & Marketing, the Assistant Director of Strategic Communications will manage the day-to-day digital communications for the Communications and Marketing Department.

Responsibilities include taking full ownership over the social media accounts, identifying new media opportunities, effectively connecting Mass Golf with its members through various mediums, running email marketing campaigns end-to-end and managing the smooth operations of various digital projects.

The successful candidate is a tech-savvy team-oriented professional with innovative ideas to improve member engagement through creative digital communications. A strategic thinker who is methodical, has excellent time management skills and can use their communication skills to collaborate effectively with various departments.

Responsibilities include the following:

- Plans, designs, develops and executes overall digital content strategy for Mass Golf
- Optimizes content for social media channels, including Facebook, Instagram, Twitter, LinkedIn, and YouTube for Mass Golf's online presence.
- Shoot, edit, and package features, highlights, and interviews which showcase events and the membership experience at Mass Golf
- Guide and support all departments in their efforts to enhance their content for social media and digital distribution
- Manage Mass Golf's email marketing and communications efforts by implementing industry-leading practices with regards to list growth and management and campaign performance.
- Analyze web traffic metrics and suggest solutions to boost web presence
- Monitor social media analytics and insights to lead future content production
- Report on impressions, engagement, page views and sessions to create future strategy
- Assist with fulfillment of sponsor commitments and internal campaign needs each year across digital and social platforms
- Assist with written communication for all assigned Mass Golf/affiliated events which may include press releases, previews, player/host club storylines, daily recaps, summaries and results.
- Develop marketing strategy for promotion and growth of Junior programming (The First Tee of Massachusetts and Youth On Course).
- Assist with promotion of The Links at Mass Golf, an 18-hole par 3 facility
- Manage special projects for the Massachusetts Golf Hall of Fame & Museum
- Collaborate with departments to identify new sources of content

- Evaluates website user experience and communicates improvements to team based on usability analysis
- Keep up-to-date with our audience's preferences and proactively suggest new ideas
- Collaborate with the team to generate, edit, publish and share engaging content daily
- When appropriate and in line with our best practices, communicate with followers, respond to queries in a timely manner and monitor constituent sentiment
- Assist with special projects as assigned by Director of Communications & Marketing

Qualifications:

- Demonstrate exceptional digital communication skills (social, video, graphic design, etc.)
- Expert in Adobe Creative Suite and Microsoft Office Products
- Expert in Social Media Platforms (Facebook, Twitter, Instagram, etc.)
- Graphic design and/or multimedia storytelling and editing experience (Premier, Photoshop, After Effects, etc.)
- Strong Data-Driven Thinking
- Strong knowledge of web analytics tools
- Possess a strong work ethic/organizational skills and manage a series of projects with multiple teams/groups
- Experience with Content Management Systems and HTML/CSS
- Experience with E-mail Marketing Software
- Knowledge of and passion for the sport of golf is preferred
- Understanding of, and commitment to the goals and philosophy of Mass Golf.
- Charismatic, personable, and motivational in working with colleagues, volunteers and industry representatives.
- Proven ability to learn quickly, work efficiently in a fast-paced environment and to skillfully distill/synthesize emerging information to senior level staff
- Bachelor's Degree in Communications, Journalism, Public Relations, Marketing or related field
- Master's Degree preferred but not required
- 4-6 years of proven working experience in digital communications roles required
- Valid driver's license and reliable transportation.
- Must possess ability to work extended days, work nights, weekends and potentially holidays, as required, with travel around Massachusetts and the region
- Ability to operate and carry camera equipment (up to 25 lbs)

Please send cover letter, resume, references and salary expectations/rationale to:

Catherine Carmignani
Director of Communications & Marketing
Mass Golf
ccarmignani@massgolf.org