



## **Assistant Director of Member Growth & Services**

### **About Mass Golf:**

The Mass Golf mission is to advance the game of golf in Massachusetts by building an engaged community around the sport. With a membership of 88,000 golf enthusiasts and more than 360 member clubs, Mass Golf is the seventh largest state golf association in the country. Members enjoy the benefits of handicapping, course rating and scoring services along with the opportunity to compete in a wide array of events for golfers of all ages and abilities. At the forefront of junior golf development, Mass Golf is proud to offer programming to youth through The First Tee of Massachusetts and Youth on Course.

### **About the Role:**

Mass Golf is searching for a dynamic and team-oriented individual to serve in this newly created role. Now is a very exciting time to join Mass Golf as we continue to expand and strengthen our team and begin a strategic effort to advance growth, engagement and services for our members and member clubs.

### **Position Summary:**

The Assistant Director of Member Growth & Services will work with the Director of Member Services on all aspects of Member Services operations and advancing programs, events and initiatives. Directly responsible for all Member Services communications, technology, digital information management and assigned programs within the department. Works with the Member Services team (Manager of Member Events & Services, Manager of Course Rating, Manager of Women's Events & Player Development and Manager of GHIN Services) to coordinate and deliver all operational programs and activities. Works independently with minimal supervision and in team environments and makes independent decisions in assigned areas of responsibility.

### **Specific Duties & Responsibilities:**

- Manages, tracks progress, measures outcomes and evaluates the effectiveness of all current and future membership retention, growth, outreach and engagement campaigns. Develops and maintains data sets and dashboards for related metrics and analytics. Utilizes this information to follow up and advance strategies going forward and to advise and inform the Member Services and Marketing/Communications teams as it relates to established objectives.
- Leverage existing technology and manage the integration and transition to new platforms to meet operations/program objectives and enhance member support and services.
- Identify, locate and aggregate relevant data as needed to inform and guide a data supported approach in developing, monitoring and managing new programs and initiatives.

- Creates and produces a variety of reports from digital platforms in managing all aspects of membership, programs and events.
- Research and vets all proposed new programs, initiatives and services.
- Creates, develops, approves and delivers all Member Services related communications in an accurate and timely manner to members, players, member clubs and other constituent groups.
- Develops and manages the Member Services event and communications calendar.
- Regularly develops content and updates all Member Services areas within massgolf.org.
- Directly responsible for administration of the Mass Golf Handicap and Course Rating Review Committee to ensure WHS and GHIN compliance and oversight for the USGA, both internally and for all member clubs.
- Direct oversight and responsibility for assigned areas of Member Services expense areas relative to budget.
- Directly supervises Member Services intern(s).
- Provides seasonal game day support for Member Services tournaments and events as needed.
- Assists with the administration and growth of player development programs.
- Participates and leads presentations to members, member clubs and other constituent groups.
- Assumes the duties of any Member Services team position on an interim basis, if and as needs arise.
- Willing to perform all tasks and projects assigned by or in partnership with the Director of Member Services and willing to be held fully accountable for routine and non-routine assignments and deadlines.

### **Qualifications & Requirements:**

- A knowledge of and passion for all aspects of the game. Previous experience in the golf industry preferred.
- Advanced written communication skills, including the ability to creatively compose and produce succinct, relevant, engaging and technically accurate content for communications and publication on all digital platforms. Excellent editing, and proofreading skills with a diligent eye for detail, language, flow, grammar and proper use of golf terminology. Ability to demonstrate applicable writing in a professional portfolio or similar examples.
- Strong interpersonal skills and effective verbal communication within the organization and a variety of constituent groups.
- Established expertise and or quickly adapt and develop proficiency with a wide variety of digital platforms, including CRM concepts, Adobe suite, WordPress, Tableau, Microsoft Suite (*must* have advanced MS Excel skills), Golf Genius/Tournament Management, GHIN, Course Rating, email management and customer support platforms. Comfortable and confident in exploring and adapting to new and emerging technology.
- Possess a strong work ethic and organizational skills and manages numerous projects with multiple objectives and teams concurrently. Approaches decision making based on available data and is proactive in addressing potential challenges.
- Experience in delivering high level customer service and success in developing retention/growth for a member-centric organization.

- Ability to adapt to extended work hours as the needs of the role and department require.
- Bachelor's degree in an applicable or related field.
- Valid driver's license and reliable transportation. Ability to travel frequently throughout the state as needs dictate.

**Benefits Include:**

- Health, Dental, Disability and Life insurance
- 401(k) with employer matching component
- Professional development opportunities
- Staff apparel
- Cell phone allowance
- Travel expense reimbursement
- Access to The Links at Mass Golf

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

Mark Gagne, Director of Member Services

[mgagne@massgolf.org](mailto:mgagne@massgolf.org)

**Application deadline:** February 4<sup>th</sup>, 2021