

Communications / Marketing Director

Job Description:

Responsible for all messaging and media relations on behalf of the Calgary Ladies Golf Association. Work closely with local media in order to continue to share the story of women's and junior girls golf in Calgary. Collaborate with the 5 Year Planning Director and the Tournament Liaison Director on key messaging. This is a two year minimum term with opportunity to extend to an additional two more years.

Duties:

- Sit on CLGA Executive as a voting position in an "in-house" leadership role and attend all CLGA Executive and General Meetings.
- Review the CLGA by-laws to obtain an understanding of processes, responsibilities and duties for your role and other roles on the CLGA Executive.
- Maintain a current and active list of supporting media outlets in Calgary. Liaise with members of the Media as required or requested.
- Responsible for providing updates to Website Administrator.
- Manage all communications plan activities. Write all communications from the Executive to send to members regarding General Meetings and any executive updates/changes.
- Develop and create the communications materials for a winning bid proposal template for all our major events. Work with the potential host club members to pitch to the Professional/General Manager/Board of the golf club.
- Send out press release to media list prior to all CLGA sponsored events.
- Assist with the three major tournaments with respect to sending out daily results and stories to members of the media.
- Work with the current Vice President to align sponsor messaging with CLGA. Ensure continued synergies and alignment with the goals/objectives of the CLGA.
- Host members of the media when they attend these events.
- Maintain all social media sites; i.e., Facebook, Twitter, Instagram, etc.
- Review the job description and duties outlined and update this role on an ongoing basis when identified is required. Review, cull and update computer files, books, binders and position mandate prior to turning over to the new Communications/Marketing Director. Responsible to assist with finding a replacement and the training of that replacement prior to the current role term ending.