



EMPLOYMENT NOTICE

Founded in 1901, the Northern California Golf Association is one of the largest regional golf associations in the United States, with more than 150,000 individual members who belong to more than 1,200 members clubs throughout Northern California and into Nevada. Its mission statement is “to support and promote the game of golf”. Among other services, the NCGA provides its members with official handicap indexes, owns and operates two golf courses (Poppy Hills and Poppy Ridge- PHI), annually conducts more than 50 championships and over 500 days of competitive golf for all abilities, sponsors casual golf outings, travel, and special events, publishes *NCGA Golf* magazine, secures exclusive member discounts on products and services, and created and is expanding the Youth on Course (YOC) Foundation.

Marketing & Membership Boatwright Internship

Position: 3 Months **Status:** Hourly

Reports to: Manager of Marketing & Innovation and Director of Membership

Member: Marketing, Membership & Communications team

Essential Duties & Responsibilities include the following (other duties may be assigned):

- Marketing and Innovation assistance in overseeing NCGA Programming coordination (single day events and PLAY!) - includes keeping calendars up-to-date on website, tracking and confirming sign-ups, ensuring participating courses have all materials on-time (e.g. apparel, prizes, contracts, marketing collateral, etc.), notifying volunteers/staff of commitments and delivering overall customer service for events. Some on-site attendance at key events.
- Membership assistance with implementing recruitment and retention strategies for all membership segments, coordinating data collection updates and integrating appropriate information into the system of record (database) and assisting in membership cultivation.
- Assists with the planning and execution of the Association’s marketing and email campaigns, including interaction with advertisers and delivery of creative materials.
- Member Renewals - Assists Manager of Marketing and Innovation with development of direct-to-members/lapsed members, club and retail marketing materials designed to maintain membership enrollments. This includes testing and recommendations for program improvement based on competitive analyses, data analyses, and best industry practices. Additionally tracking and reporting on all membership renewals and reinstatements.
- Analyzes and reports on the overall health of the NCGA membership programs, via member clubs. Create and track KPI’s for the program.
- Supports safe work habits and a safe working environment at all times.

QUALIFICATIONS

To perform this job successfully, an individual must possess a strong attention to detail, good people skills, team player attitude, ability to handle several tasks simultaneously, strong communication and organizational skills, and a strong work ethic. Customer service and social media technical ability required. Additionally must possess a passion for the game of golf. The requirements listed above are representative of the knowledge, skill, and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

On-track to complete College degree and related communications experience.



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LANGUAGE SKILLS

Ability to write routine reports and correspondence. Ability to communicate effectively with guests, management, vendors/suppliers, the general public and other employees of the NCGA. Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.

COMPUTER/BUSINESS MACHINE SKILLS

Advanced knowledge of various computer software programs including Microsoft Word, Excel.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is continuously required to talk and hear. The employee continuously is required to sit. The employee is occasionally required to stand and walk. Specific vision abilities required by this job include close vision. The employee is occasionally required to lift 15 pounds. The employee is usually indoors in a controlled environment with low noise levels and occasionally outdoors in an uncontrolled environment.

OTHER QUALIFICATIONS

Must have reliable transportation, valid driver's license and provide proof of insurance. The job requires travel as necessary with overnight stays. NCGA will reimburse mileage expenses at IRS-approved rate.

COMPENSATION AND BENEFITS

Wage is commensurate with experience. Some clothing will be provided, with the employee expected to source and maintain a high-standard of attire at all times. **This is an hourly, non-exempt position.**

To apply, please address cover letters to Jim Brady, Director of Human Resources, and forward along with resumes to one of the following:

- E-mail: jbrady@ncga.org

APPLICATION PERIOD: January 8 – February 3, 2017

The Northern California Golf Association is an Equal Opportunity Employer.