



EMPLOYMENT OPPORTUNITY

Job Title: Marketing Manager
Reports to: Director of Marketing and Communications
Status: Full-time, non-exempt employee
Location: Addison office (Dallas) / Hybrid remote

Position Summary

The Marketing Manager is responsible for managing and delivering marketing and communications campaigns and programs across all communications channels in support of Texas Golf Association priorities and its related entities.

Key Responsibilities

- Assist in managing the department's content calendar and coordinate the delivery of email marketing and social media content with relevant internal and external resources.
- Develop and manage cohesive messaging for the association in regular communications targeted to golfers, clubs, volunteers, staff, and the industry.
- Coordinate scheduling of social media content for TGA Championships tournament coverage in context with other association communications.
- Contribute to editorial content for TGA communications, including but not limited to *Lone Star Golf* publications, Local Knowledge, Handicap Index updates, social media content, and the TGA website.
- Support the development, execution, and tracking of paid media campaigns in coordination with the TGA's external agency resources.
- Collect, create, and produce photo and video content for other TGA events as needed and as available.
- Coordinate internal resources to respond to media opportunities to promote association events and programs.
- Manage website architecture and content updates for the TGA website and the TGA Clubhouse member portal site as needed.
- Develop proficiency with Microsoft 365, Adobe Creative Cloud, WordPress, and HubSpot CRM as needed.
- Special projects, tasks, and other duties as assigned

Qualifications

- Bachelor's degree in marketing, communications, or a related field
- 1–3+ years of experience in a marketing, content creation, journalism, or communications role, preferably in the golf or sports industry
- Strong communication and relationship-building skills
- Excellent organizational skills and attention to detail
- Proficiency with Microsoft 365, Adobe Creative Cloud, WordPress, and HubSpot CRM is preferred but not required.
- Knowledge of golf, specifically amateur golf, is highly desirable but not required.

Personal Characteristics

- Team-oriented with the ability to work collaboratively
- Proactive problem-solver with strong time management skills capable of handling multiple projects
- A passion for golf and a desire to make the game more inclusive and accessible
- Self-motivated, dependable, and energized by community engagement

Compensation

- Salary range: \$50,000-\$55,000 (commensurate with experience)
- Benefits: 100% employer-paid Medical, Dental, and Vision insurance; 401(k) retirement plan
- Additional: paid time off, monthly cell phone stipend, TGA staff apparel

SEND COVER LETTER/RESUME TO:

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