



## ALABAMA GOLF ASSOCIATION

### EMPLOYMENT OPPORTUNITY

**Position:** Manager of Media, Marketing & Communications

**Job Summary:** Exciting opportunity to join the Alabama Golf Association (AGA) team in a full-time position to create, manage and develop delivery of our media, marketing, and communications channels to help promote and support the mission and vision of the organization. This position will develop, plan, and promote the organization's activities and services as we aim to advance golf in Alabama along with serving as the primary communications contact for the Southern Golf Association.

**Start Date:** January 2026

**Location:** Hoover, Alabama

**Reports To:** Executive Director

#### Duties and Responsibilities:

Qualified applicant will lead the media, marketing, and communications efforts of a USGA Allied Golf Association and the Southern Golf Association. Some specific duties include, but are not limited to:

- Develop and execute a comprehensive communications and marketing plan for both associations including website updates, event coverage, social media postings, e-mail marketing and campaigns.
- Ensure timely posting of content to appropriate web sites, photo galleries and social media sites (i.e., Facebook, Twitter, Instagram, YouTube, SmugMug).
- Create digital marketing packages utilizing the AGA's and SGA's media assets.
- Provide tournament coverage writing pre-event press releases, daily and post-tournament recaps.
- Distribute press releases to media contact database.
- Manage e-mail newsletter sent to AGA members on the 1<sup>st</sup> and 15<sup>th</sup> of each month.
- Develop and manage relationships with local, state and national media.
- Serve as staff photographer and assist with player registration at championships and events.
- Recruit, hire, manage and train summer USGA P.J. Boatwright Tournament Media & Communications Intern(s)
- Download, identify and archive photographs on office server.
- Provide video coverage and player interviews during tournaments.
- Manage and update association yearbooks.
- Create content for all managed social media platforms.
- Develop and execute marketing plan for AGA License Plate Campaign & Golf Travel in Alabama.
- Create and manage AGA Hole-in-One program.
- Identify potential media and marketing opportunities to further the AGA's exposure.
- Oversee Southern Golf Association media needs for the Southern Amateur Championship, Southern Junior Championship, and Hall of Fame inductions.
- Assist with general tournament administration/golf course preparation and breakdown.

#### Requirements:

- Ability to live in the Birmingham/Hoover, Alabama area.
- Bachelor's Degree in Marketing, Journalism, Public Relations, Communications or related field.
- Strong work ethic, personable and charismatic communication skills while working in a fast-paced team environment.
- Excellent A.P. news style writing and editing skills, with the ability to work under pressure and meet deadlines.

- Strong background working with Social Media Platforms (Facebook, Twitter, Instagram, etc.).
- Photography, videography, and photo editing experience.
- Graphic design and Adobe experience is preferred.
- Up-to-date computer skills (i.e., Microsoft Office Suite, Adobe Creative Suite, Canva).
- Experience with email marketing software (Mail Chimp, Constant Contact), web site management and with HTML is a plus.
- Willingness to travel overnight for consecutive days (approximately 75 days annually).
- Ability to work long hours including early mornings and weekends.
- Knowledge of and passion for the game of golf is preferred.
- Have own transportation and valid driver's license.
- General office administrative tasks (answer phone calls, email requests) and other duties or projects as assigned by the Executive Director.

#### **Compensation and Benefits:**

- Salary Range \$50,000-\$60,000 based upon experience and qualifications with annual salary review. Additional bonus potential for securing new sponsorships and marketing opportunities.
- Paid Time Off (PTO) (vacation/sick leave), paid holidays and generous off-season work schedule.
- Full benefits package paid by the AGA that includes BlueCross BlueShield medical, dental, vision, long-term disability, life insurance, and AAA membership.
- SEP-IRA Retirement plan (after one year vesting period).
- Country club membership.
- Paid cell phone plan (upon transfer of phone number to company plan) and laptop computer.
- Association provided apparel.
- Use of company vehicle fleet.
- Company credit card for business-related travel and expenses.
- Moving expense stipend if applicable
- Paid professional training seminars (e.g., USGA Seminars, IAGA Conference).

**Application Deadline:** Open until filled

#### **To Apply:**

- Deadline for applications is Wednesday, December 31, 2025.
- Combine cover letter, resume, and any additional materials into one (1) PDF file with the following name: "AGA Manager of Media, Marketing and Communications Position Application - Name".
- Send application information via email to AGA Search Committee ([careers@alabamagolf.org](mailto:careers@alabamagolf.org)) with "AGA Manager of Media, Marketing and Communications Position Application - Name" in the subject line.
- No phone calls please. Candidates will be notified of their standing in the search as soon as practicable.

**The Alabama Golf Association is an Equal Opportunity Employer**

### **About the Alabama Golf Association (AGA)**

The Alabama Golf Association is a 501(c)(3) not-for-profit educational organization founded in 1915 whose mission is to serve and promote amateur golf in Alabama. AGA membership consists of over 123 member clubs represented by over 33,000 individuals. The activities and services of the Alabama Golf Association are governed by a Board of Directors consisting of Alabama golfers who wish to serve the game and the association through service.

AGA is the USGA's liaison for golf in Alabama conducting national championship qualifying, administering the USGA Handicap system including the GHIN Handicap service, course & slope rating and education. The AGA annually conducts 24 championships and team match competitions for men, women, juniors, and seniors. The AGA also assists with many collegiate events including the SEC Men's Golf Championship. In addition to competitions, the AGA administers the AGA Women's Scholarship Fund that is dedicated to assisting young female golfers in higher education and supports the Alabama Turfgrass Research Foundation.

Since 1980, the AGA has managed the affairs of the Southern Golf Association which includes conducting the Southern Amateur Championship and Southern Junior Championship, in conjunction with the Board of Directors of the Southern Golf Association.

For more information about the Alabama Golf Association, visit [www.alabamagolf.org](http://www.alabamagolf.org).

[Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)