

Connecticut Section PGA Employment Opportunity *Multimedia and Communications Specialist*

The Connecticut Section PGA is one of 41 sections chartered that together comprise the Professional Golfers' Association of America (PGA of America). All of the state of Connecticut – with the exception of territory south and west of a line between the cities of Danbury and Bridgeport, and the western half of the state of Massachusetts, except for a small northwestern corner of the state-are the boundaries for the section.

JOB TITLE: Multimedia and Communications Specialist

LOCATION: South Glastonbury, CT | **TYPE:** Full-time with benefits | **ANTICIPATED START DATE:** February, 2020 (Flexible)

JOB DESCRIPTION: The **Connecticut Section PGA** is seeking a highly motivated individual to serve as the **Multimedia and Communications Specialist**. The individual will serve as the digital and social media content strategist, designer and creator. This position will report to the Executive Director for the Section. Responsibilities are primarily in media operations and public relations. The Specialist will serve as the primary media contact for the **Connecticut Section PGA and the Connecticut Section PGA Golf Foundation**.

JOB DUTIES

Multimedia and Communications Specialist duties include but are not limited to:

- Develop and execute a comprehensive content calendar for the Connecticut Section PGA and the Connecticut Section PGA Golf Foundation.
- Develop, design and execute the marketing campaigns for fundraising and membership projects
- Provide timely and accurate updates to all communications platforms (e.g., website, social media, media outreach)
- Coordinate the storytelling, publicity and promotion for the Section and Foundation
- Manage content generation, scheduling and daily management of social media platforms
- Maintain website and E-communications communications
- Develop and implement a comprehensive social media strategy
- Arrange and conduct interviews between Professionals, coaches, fundraisers and beneficiaries
- Create Graphic content for social media outlets and printed materials
- Produce and edit video content

KNOWLEDGE, SKILLS, ABILITIES:

- Undergraduate or Graduate Degree
- Demonstrated ability to produce print, digital and social material
- Proficiency in Adobe Suite (Illustrator, Photoshop, Premiere, etc.)
- Proficiency in Wordpress
- Professional work experience related to website maintenance, including experience in writing stories, advances and features, coordinating interview requests and producing publications.
- Experience using video cameras and editing
- Valid Driver's License Required
- Excellent verbal, written, and presentation skills are required
- Excellent computer skills, particularly with Microsoft Word and Excel
- Skills in social media marketing and communications
- Well organized, punctual, and energetic
- Ability to work in a team environment and travel
- Ability to work variable hours to include weekends occasionally

COMPENSATION & BENEFITS: Annual salary commensurate with experience. The Section will provide an assigned laptop, staff uniforms, and will cover event/competition related travel expenditures (hotel, meals, etc.) while on assignment.

SEND RESUME, COVER LETTER AND PORTFOLIO BY JANUARY 31, 2020:

Sofia Alvarez
Diversity & Inclusion Specialist
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