



EMPLOYMENT OPPORTUNITY
NEW HAMPSHIRE GOLF

JOB TITLE: Director of Brand Management & Golfer Engagement

STATUS: Full time, exempt

REPORTS TO: Executive Director

START DATE: TBA

JOB SUMMARY: New Hampshire Golf (NHG) seeks an experienced and enthusiastic marketing and brand specialist who will be responsible for innovating, implementing, and managing media and marketing initiatives and assets, driving customer engagement, brand management and executing strategic pillars across the organization to support the NHG mission. This individual will work collaboratively with our internal team, allied organizations, and external partners to deliver exceptional results for the association and our members. The focus of the role will be leveraging NHG's modern and updated brand and its new slogan – "For Every Swing" – to increase awareness statewide, create engagement with previously untapped areas of the golf market, and looking for new and innovative avenues to enhance and expand the NHG mission.

GENERAL RESPONSIBILITIES:

Marketing (75%)

- Proven leadership ability of developing talent and a team culture, with experience managing agencies, internal partners, and direct reports.
- Develop and execute integrated marketing plans and campaigns, track and measure the success of NHG plans and campaigns, manage marketing timelines, create content assets for media, advertising and storytelling, discover new marketing leads, and ensure communication for event and partnership marketing are timely and of the highest quality.
- Lead the process of setting annual department goals, budgeting and representing the department in our strategic planning processes.
- Monitor marketing campaigns, programs and website performance metrics (SEO and Google Analytics) to make strategic decisions as needed.
- Identify, evaluate, create, leverage and manage digital marketing and partnership packages utilizing NHG media assets.
- Collaborate with the Director of Member Services on strategies for membership growth, retention, communication and segmentation workflow strategies.
- Work with USGA on the joint Collaborative Marketing Campaign that includes paid media tactics along with implementing AGA-USGA joint strategy initiatives.
- Ensure the NHG and USGA branding guidelines are followed and implemented appropriately.
- Develop and manage relationships with local, state, and national media.
- Coordinate with all internal departments to drive awareness, enhance and positively impact the member experience while promoting the NHG brand.
- Experience in creating multiplatform content strategies based on deep knowledge of major and emerging social media platforms.

- Excel in strategic prioritization and decision-making; effectively balance long-term business goals with short-term needs.
- Experience leveraging data analytics to influence marketing and digital strategy and tactics.
- Work with FTNH to deliver digital assets to promote fundraising and development activities.
- Strong understanding of customer segmentation and how to address the different needs of each consumer group.
- Assist with hiring, managing, scheduling and training summer USGA P.J. Boatwright Tournament Communications Intern(s).
- Other related duties as needed.

Special Events (20%)

- Main point of contact and administrator of NH Golf Hall of Fame ceremony.
- Working with other department heads on targeted marketing programs and events aimed at engaging previously underserved portions of the golf population.
- Cultivating relationships with statewide groups who have an interest in using golf to serve their memberships.
- Administering NHG events at non-green grass and/or non-golf facilities.
- Leading NHG to create a “four-season” organization that is engaged and active throughout the calendar year.

Membership Development/Other (5%)

- Participate in membership outreach programs, including fundraising programs, sponsorship, and partnership programs.
- Attend Committee meetings as requested.
- Assist in staff training and supervision of interns.
- Contribute to the development and maintenance of association databases.
- Support for all departments and other activities and responsibilities as assigned occasionally include attending NHG events and Championships.

OFFICE HOURS: 8am to 5pm Monday – Friday, however hours vary depending on the time of year; must be willing to occasionally work early morning hours, weekends, and holidays during championship/tournament season.

QUALIFICATIONS AND EXPERIENCE:

Requirements

- College degree or equivalent preferred.
- A minimum of 3+ years in relevant marketing/brand management experience in a complex, consumer-facing organization.
- Self-motivated individual, strong work ethic, and is an enthusiastic team player.
- Ability to work unsupervised, work under pressure, and to meet deadlines.
- Excellent written and verbal communications skills, ability to always communicate effectively and project a professional image. A charismatic individual who can cultivate and maintain effective working relationships across multiple teams – both internally and externally.
- Experience across various marketing disciplines, including marketing strategy, brand management, event marketing, promotions, creative development, and advertising

- Experience using data and analytics to understand consumers' behaviors across various touchpoints.
- Experience with audience development and research, understanding segmentation, customer relationships management (CRM) software, and database management.
- Strong attention to detail and ability to multi-task, often juggling multiple projects and deadlines.
- Displays creativity and initiative, ability to work independently with minimal supervision and has sound judgment and decision-making capabilities.
- Ability to take initiative and prioritize tasks; good time management and problem-prevention skills.
- Exhibits a professional, business-like appearance and demeanor.
- Willingness to travel and work long hours, often including overnight and weekends during the golf season.
- Able and willing to take on and learn additional responsibilities.
- Ability to work effectively with a wide variety of volunteers.

Technical Skills

- Excellent writing and editorial skills.
- Photography, videography, and photo/video editing experience.
- Modern computer and graphic design skills (i.e., Microsoft Office 365 Suite, Adobe Creative Suite, Canva).

Physical Requirements

- Time spent inside NH Golf headquarters will be at a desk, the remainder of time is spent at tournaments, events, seminars, meetings with clubs and members, and other travel as needed.
- Ability to effectively communicate with co-workers, customers, and outside agencies by telephone and in person. Ability to lift/carry up to 50lbs.

OTHER QUALIFICATIONS

- Reliable transportation required with a valid driver's license.

COMPENSATION & BENEFITS

The salary for this position is competitive within the AGA network and commensurate with experience. Bonus & incentives based on performance and sponsorship sales are available. Benefits include individual health and dental insurance; retirement contribution; paid vacation, PGA dues paid if PGA Member, assistance with PGA Associate Program upon completion of each level (if applicable); business expense and business travel account allowances; clothing allowance; cell phone plan; and use of NH Golf vehicle for business-related travel.

APPLICATION DEADLINE: January 31, 2026

PROPOSED STARTING DATE: TBA

All candidates should submit a cover letter and resume prior to application deadline for full consideration. Candidates can apply by sending cover letter, resume, and references electronically to mschmidt@nhgolf.com. No phone calls will be accepted.

ABOUT NEW HAMPSHIRE GOLF: New Hampshire Golf is a 501(c)(3) non-profit organization that strives to foster an inclusive and inspiring community where everyone – no matter their skill level – can experience the true beauty of the sport.

New Hampshire Golf
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