



For Everyone Who Plays the Game

Chicago District Golf Association Manager of Marketing

The Chicago District Golf Association (CDGA) is seeking a creative and technically-skilled marketing professional to be the Manager of Marketing.

This position works in collaboration with the CDGA's Communications and Marketing Department to implement all communications and marketing programs for the CDGA and CDGA Foundation. While the Manager of Marketing will be expected to contribute to all initiatives within this department, a special emphasis will be placed on the following:

Membership Outreach and Retention Marketing Strategies

- Craft and execute a multi-platform membership marketing strategy, including but not limited to, e-blasts, social media advertising, traditional marketing and more
- Utilize the CDGA's marketing automation platform to engage and retain members
- Facilitate and implement communications related to the individual and club Member Perks
- Analyze the effectiveness of the CDGA's various membership marketing initiatives and make recommendations on how to adjust
- Deploy on-site regularly to espouse the benefits of CDGA membership in person at golf courses and events

CDGA Database

- Manage the growing database and formulate different communication strategies with each subset
- Assist in the process of segmenting databases based on a variety of factors and recommend corresponding targeted communications
- Ensure the CDGA adheres to its Privacy Policy as it pertains to member information

This individual will be expected to also perform duties relating to the following categories:

- Assist in the production of *Chicago District Golfer* magazine as it relates to promoting benefits of CDGA membership
- Build email messages, specifically ones relating to CDGA membership and member benefits
- Utilize CDGA CMS to maintain content for CDGA.org
- Execute a social media strategy, with a special emphasis on content designed to drive membership transactions
- Shoot and edit engaging video content highlighting the benefits of CDGA membership
- Track and provide reports on web, email and social media metrics
- Build effective graphic design elements in support of every communication program outlined above
- Develop creative electronic communication ideas and concepts
- Support membership and partner activations in-person at various CDGA events



Chicago District Golf Association • CDGA Foundation
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www.cdga.org • www.cdgafoundation.org



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The candidate should have the following minimum qualifications:

- Bachelor's Degree in Marketing or related field with 1-3 years of related experience OR Master's Degree in Marketing or related field with 1 year of related experience
- Basic HTML coding abilities, Adobe Creative Suite skills, experience using CMS and email platforms
- Knowledge of golf industry and terminology is preferred, but not required

Salary is commensurate with experience and qualifications. A complete benefit package, including health insurance and retirement plan, are provided.

Application deadline: Dec. 15, 2022

Proposed starting date: Feb. 1, 2023

All candidates should submit a cover letter, resume and writing/design samples prior to application deadline for full consideration. Candidates can apply by sending materials electronically to marketing@cdga.org. No phone calls will be accepted. The successful candidate will be subject to a background check and drug testing upon extension of job offer.

The **Chicago District Golf Association (CDGA)** is authorized by the United States Golf Association (USGA) as the governing body for amateur golf in our region. The CDGA is a membership organization consisting of nearly 94,000 individual golfers and 400 clubs in Illinois and parts of Indiana, Michigan and Wisconsin. Golfers receive member offers, a Handicap Index® from the USGA® and competitive playing opportunities, while clubs receive USGA rating and measuring services, turfgrass diagnostics and educational seminars. Midwest Golf House and the Bob Berry Sunshine Course are home to the CDGA Foundation, which annually serves more than 1,000 individuals with special needs and wounded veterans while also bringing playing opportunities to youth golfers. Founded on March 18, 1914, the CDGA is one of the largest and oldest golf associations in the United States.



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