Better Through Golf

Senior Managing Director of Marketing
Chicago District Golf Association
Career Opportunity

Location:	Reports To:
11855 Archer Ave. Lemont, Illinois Midwest Golf House	Business Operations Officer Works alongside: Both Core Services and Business Operations
Annual Salary Range **$90,000 - $110,000**	**Anticipated Start Date** **February 1, 2027**
Application Deadline: **December 15, 2026**	

About the Opportunity

The Chicago District Golf Association seeks a strategic, creative and results-oriented Senior Managing Director of Marketing to lead integrated marketing for the Association and CDGA Foundation. This full-time role strengthens the CDGA brand and drives membership growth and retention, program and event participation, and engagement with the Foundation's charitable work through targeted marketing campaigns.

Reporting to the Business Operations Officer, this leader owns marketing strategy and hands-on campaign execution to drive membership growth and retention, program participation and Foundation engagement. The role works alongside all departments of the CDGA and CDGA Foundation, partnering with the Communications department to coordinate marketing campaigns across digital, print, social media, email and events and using data to evaluate and improve results.

What You'll Do

Marketing Strategy & Campaign Leadership

- Lead annual Association and Foundation marketing plans, defining audiences, objectives, messaging, channels, calendars and resources; coordinate execution and evaluate results.
- Lead integrated campaigns for membership acquisition and retention, championships, social competitions, Foundation programs and special events.

Brand Management & Creative Direction

- Steward the CDGA and Foundation brands across marketing campaigns and promotional materials, ensuring consistent messaging, visual identity and tone for member, donor and public audiences; partner with the Communications department on shared brand standards.
- Direct creative development for marketing campaigns and promotional materials, including copy, photography, video and graphics; oversee campaign briefs, production, approvals and marketing asset libraries to deliver accurate, accessible content that supports campaign objectives.

Digital Marketing, Audience Engagement & Analytics

- Lead digital marketing campaigns across social media, email, website content and digital advertising, coordinating with the Communications department on shared channels and publishing schedules; use segmentation and automation to reach members and supporters with relevant campaign messages and maintain responsible data practices.

- Track and report campaign reach, engagement, email performance, website traffic, conversions, and membership acquisition and retention; use insights to improve results.

Marketing Operations, Collaboration & Resource Management

- Coordinate cross-department priorities, timelines and approvals; guide assigned staff, freelancers and vendors with clear direction, quality standards and feedback.
- Manage marketing budgets with organizational leadership, monitor spending and effectiveness, and recommend resource allocations.
- Support event promotion, sponsor and partner visibility, and Foundation fundraising marketing campaigns in collaboration with the responsible teams; contribute post-event reporting on promotional activity and campaign results.

What We're Looking For

- Bachelor's degree in marketing, communications, business, sports management or a related field, or equivalent education and professional experience.
- Three to five years of progressive marketing experience leading integrated campaigns, brand strategy and digital marketing; golf, sports, membership association or nonprofit experience preferred.
- Translate goals into marketing plans; manage budgets, timelines, stakeholders and competing priorities; guide staff and partners while maintaining brand and execution standards.
- Strong ability to develop and edit persuasive marketing copy for diverse audiences and present campaign strategies and results; analytical, organizational and collaborative skills to turn insights into improved marketing performance.
- Experience with email marketing, automation, social media and analytics; HubSpot preferred.
- Strong creative judgment to direct and contribute to marketing campaign assets, with familiarity with Canva, Adobe Creative Suite, photography and video production.

Valid driver's license and reliable transportation is required; willingness to travel and work occasional evenings, weekends and golf-season events.

Compensation and Benefits

- $90,000 - $110,000 salary, based on experience and qualifications; yearly bonus structure based on overall Association metrics achieved during the fiscal year.
- Comprehensive benefits package including medical, dental, vision, life, 401(k)
- Approved business-travel reimbursement
- CDGA-branded apparel.

How to Apply

Interested candidates should submit a cover letter, resume and relevant samples of marketing campaigns, strategic marketing plans, or marketing-focused writing, design or digital content to directorofmarketing@cdga.org. Application deadline: December 15, 2026. Anticipated start date: February 1, 2027. A background check and drug testing are required upon extension of a job offer.

About the CDGA

The **Chicago District Golf Association (CDGA)** is a nonprofit association serving more than 120,000 individual members and 400-plus member clubs in Illinois and parts of Indiana, Wisconsin and Michigan. The **CDGA Foundation** is the charitable arm of the CDGA and uses golf to create opportunities for individuals with disabilities, veterans, youth and community partners throughout the region.