



Job Description Outreach Director - Memphis

Chapter Overview

The First Tee Tennessee in Memphis is part of the statewide Chapter. The First Tee was created in 1997 by the World Golf Foundation to provide young people of all ethnic and economic backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity, and sportsmanship. By engaging young people in life skills, leadership, and golf activities, they are also exposed to positive traits that will help them succeed. In the process, participants become valuable assets to their community. The First Tee Life Skills Experience is the unique component that sets First Tee apart from many other successful junior golf programs and youth development programs through sport.

The First Tee Tennessee in Memphis was established in 2019 and operated by the Tennessee Golf Foundation.

Mission Statement

To impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf.

Reports to

The Outreach Director reports to the
Regional Director – West Tennessee

Employment Status

Full-time, Exempt

Job Summary

The Outreach Director is responsible for the leadership of community relations, events, and sponsorship programs. Responsibilities include participant growth and community engagement, staff and volunteer oversight related to outreach events, planning new events, and helping develop of and monitor digital marketing plans. This position will be a liaison with many organizations. And will provide operational services (program coach, etc.) to the First Tee Tennessee - Memphis.

Roles and Responsibilities

Community/ Network Outreach:

- Represent the Chapter to the community and aid in fundraising, marketing, public relations, and communication efforts
- Grow participant participation and community engagement
- Participate in golf shows, tournaments, and other community events
- Assist in the creation of promotional brochures/flyers and digital marketing to increase awareness of the programs and facilities
- Lead and perform planning and scheduling for events and other activities and participate in team and other meetings and workshops
- Maintain a schedule that allows appropriate and successful communication with parents, participants, and community leaders
- Assist with research of and writing of grants and pursue sponsorships for events
- Cultivate relationships with businesses, individuals, and other relevant agencies
- Assist in the preparation of budget estimates and advise on the status of budgets.
- Attend various continuing education meetings, seminars, and workshops
- Perform other duties and responsibilities as assigned by the Regional Director
- Network with other Chapter colleagues and exchange best practice ideas

Coaching:

- Must be proficient in the delivery of all levels in the First Tee Coach Program
- Coach First Tee Life Skills Experience
- Make the game and experience fun for participants
- Provide a safe environment
- Bring high energy to our coaches, participants, and their families

Management/ Administration:

- Respond to and answer emails and phone calls about the program and other matters associated with the program
- Track participants' information and progress through The First Tee online participant database using Salesforce; maintain accurate records of participants and coaches and submit participants' data for end-of-the-year reporting
- Assist in developing and adhering to the operating budget
- Report outreach metrics, operations data, and pertinent data to the Regional Director
- Assist with the management of social media, website content, and participant opportunities for the Chapter

Program Affiliates:

- Identify and recruit strategic program affiliate sites/locations within the Chapter service area
- Create and maintain relationships with program affiliate partners
- Assess, operate, and maintain high-quality programs and operations at each site
- Effectively utilize access to the golf facility's practice areas

Preferred Qualifications:

- Degree or Experience in the area of youth development, recreation, education, or related field
- Strong aptitude for outside sales
- Certified The First Tee Coach preferred
- Golf experience preferred
- Demonstrate exceptional communication, fiscal management, and managerial skills
- Experience in identifying and managing staff and volunteers
- Charismatic, personable, and motivational in working with youth and adult mentors
- Able to travel to attend Academies, Coach Training, Regional and Network Meetings
- Must pass an annual background check and bi-annual SafeSport training

Preferred Qualifications

- Willingness to complete all levels of Coaches training
- Bachelor's Degree in the areas of sports administration, business management, education, recreation, or related field
- Demonstrate exceptional communication, fiscal management, and managerial skills
- Adhere to the standards of conduct and involvement established by the PGA/LPGA and/or First Tee
- Experience in identifying and managing program staff and volunteers
- High Energy, charismatic, personable, and motivational in working with youth and volunteers
- Able to travel to attend Academies, Coach Trainings, Regional and Network Meetings
- Flexible schedule is a must
- Able to travel between schools and golf courses within Shelby and neighboring counties

Compensation

- Salary commensurate with experience
- Benefits: Health Insurance, Dental Insurance, Vision Insurance, Life Insurance
- 401k: eligible after one year of employment on a specific enrollment date
- Work Mileage reimbursement (per guidelines)
- Monthly cell phone allowance