



**Position:** Marketing and Communications Manager

**Organization:** Maple Leaf Junior Golf Tour

**Location:** Remote

**Application Close Date:** July 31

#### About the Tour-

The non-profit Maple Leaf Junior Golf Tour is Canada's number one-played Junior Golf Tour as well as the only national junior tour run exclusively by PGA of Canada Professionals and the 'Road to College Golf' in Canada. The organization which started in 1999, hosts 100 events across Canada, including free Ford Go Golf Junior Clinics, the MJT Mini Tour for 12U and multi-day events for competitive players aged 11-19 which also offer qualifiers for international tournaments. Their target market is young people who enjoy golf, specifically those who would like to improve their game by receiving good instruction and playing in competitive events.

The program has annual awards, scholarships and incentives to help reward performance and participation throughout each season. MJT alumni include many Professional Tour players and PGA of Canada Professionals, as well as Canadian Amateur, National and Provincial Junior Champions. The MJT aims to develop champions, in golf and in life, promoting the game from grassroots through to the provincial, national, university and professional levels.



#### Program Objectives-

The program offers a schedule of professionally run tournaments, free instructional clinics and affiliation with instructional academies with the objective to improve golf skills, help build golfing resumes, learn sportsmanship and etiquette, and develop - from an early age - a lifelong enjoyment of the game.

#### The Role-

As the Tour has grown, so have the needs to help promote the Tour to its players and sponsors. Overall goal of position:

- boost participation in MJT membership and events
- raise awareness of MJT nationally and internationally
- build social media presence and the brand
- create and standardize MJT marketing procedures

**Specifically:** Ensure the brand image, messaging, and all communications via MJT marketing vehicles are consistent, professional and promote the Maple Leaf Junior Golf Association.

This position reports to the Director of Marketing and Administration and is a year-round full-time contracted position. While the MJT has had marketing support in the past, they are looking to make this a priority going forward and this is an expanded role.

### Day-to-Day Tasks-

As Marketing and Communications Manager, you will contribute to the daily communication tasks of the MJT.

- Responsible for MJT website look and content, and MJT social media accounts including Facebook, Instagram, Twitter, YouTube and future platforms.
- Responsible for creating a MJT month-month marketing calendar to include emails, newsletters, announcements, and social posts
- Responsible for Press Release creation, distribution and monitoring of media mentions: special releases re staff announcements, sponsors, tour initiatives, international events, scholarships, etc; pre- and post-event results releases,
- Responsible for the MJT TourTimes (online digital newsletter) and the analysis of each issue
- Responsible for creating MJT calls to enter emails and providing analysis and review
- Market all MJT tournaments to local cities, media, players, golf industry personnel and other applicable parties
- Sponsorship Recruitment: continue communication with current sponsors and attract new ones; create and review sponsorship overview package and specific proposals
- Sponsor fulfilment: ensure deliverables are met to their satisfaction
- Editing and proofreading of MJT publications and marketing materials
- Assist MJT Head Office on ad hoc projects



### Compensation & Benefits-

Arrangement will be assigned as an independent contractor. Payment to commensurate with experience and cost of living. Base Salary of \$45k-\$60k with bonus incentives to be determined.

- Very flexible work schedule for large part of the year
- Ability to work from home
- Opportunity to make a huge difference in young peoples lives through golf
- A great work setting – can be onsite at golf events as much as desired
- Part of a small team that are all focused on young people's development
- Holidays throughout the year, coordinated with other team members
- Opportunities for additional income (securing sponsorship)



### How to Apply-

We have webpage dedicated to the search for Marketing and Communications Manager, please visit

[www.freshgolf.ca/mjt](http://www.freshgolf.ca/mjt)

If you have any questions of the job posting, feel free to reach out to Lead Recruiter Scott Kolb of Fresh Golf Solutions at [scott@vbgolf.ca](mailto:scott@vbgolf.ca) or 250-686-8100

Duration of contract: 12 months. Start date: August 2023. Automatically renews with satisfactory performance.