**JD - Marketing & Communications Manager**

**12.4.19**

**Purpose:**

The Marketing & Communications Manager will develop and steward the Oki Golf brand through marketing, communications, content development, advertising and social media. This position will be in charge of engaging the Oki Golf audience and building our brands to drive revenue and increase community engagement.

This position will implement and manage the specific activities identified in the overall marketing plan. The plan includes emphasis on generating property and product awareness, focusing on the core elements of our business. In addition, this role is responsible for the planning and delivery of external communications both offline to multiple relevant audiences.

**Scope of Responsibilities:**

* Implement agreed upon programs supporting the sales and marketing objectives and promotional offerings.
* Analysis - Responsible for the tracking and measurement of marketing and promotion effectiveness.
* Communication - Develop and implement effective communication strategies that build brand awareness and client loyalty.
* Content Creation - Create interesting and informative content – print and digital – to drive traffic and engagement that translates to sales and brand promotion.
* Partner Management - Coordinate with and supervise agency partners as identified and appropriate.
* Deliver messaging using a variety of tools, including events, promotions, printed collateral, and digital media.
* Project Management - Development and maintenance of the marketing calendar with schedule of activities and corresponding deadlines.
* Management - Direct management of 2 core Marketing team members.

**Skills & Competencies:**

* Experience writing and/or editing community-building communications including social media and website
* Action oriented with a drive for results
* Effective project management skills
* Ability to work independently as well as in a collaborative team environment
* Proactive in nature, quick to take initiative
* Ability to develop effective and actionable plans and deliver timely results
* Direct management of team members
* Experience working with outside vendors and customers in both creative and project management capacities

**Qualifications**

* 4+ years of related experience
* Proven and substantive track record in formulating and driving marketing communications through multiple platforms reaching target audiences
* Proven experience in harnessing data to enhance communications and engagement strategies, messaging, and actions
* Experience in managing marketing professionals and developing marketing talent
* Bachelor’s Degree in Business, Marketing, Communications or relevant field or equivalent experience
* Knowledge with CRM, data analysis, online tracking and reporting tools

WORK ENVIRONMENT The work environment characteristics described here are representative of those a team member encounters while performing the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this position, the team member must: • Lift, reach, bend, twist, push, pull, squat, grasp and use arm-hand coordination on a consistent basis • Have the ability to lift up to 50 pounds occasionally. Oki Golf offers an impressive collection of benefits! Some benefits include: Full Time (30hrs + per week) may be eligible for: • Medical/Dental/Vision/Telehealth Coverage • Company paid Life Insurance and Long Term Disability • FSA options • 401(k) with company match • Paid Vacation and Sick Time All Team Members: • Golf Benefits, Meal and Merchandise discount • Team Member Referral Program and more! • Paid Sick Time Oki Golf is an EOE/M/F/D/V workplace