



Washington Golf (WA Golf) and Pacific Northwest Golf Association (PNGA)

Multimedia Content Creator

Department: Communications and Marketing

Location: Tacoma, WA

FLSA Status: Non-exempt

Reports To: Director of Marketing

Salary Grade: \$45,000 - \$48,000

Benefits: Complete benefits package including company-paid life insurance, medical, vision, and dental plans, disability insurance, 401K plan, and paid vacation.

Description of Company:

Washington Golf is dedicated to enriching the lives of people in Washington and Northern Idaho through the many social, recreational, and lifetime benefits of the game of golf. Washington Golf has evolved into one of the largest amateur golf associations in the United States providing a multitude of membership benefits and services to more than 85,000 individual members at over 500-member golf clubs throughout the state of Washington and Northern Idaho.

Visit wagolf.org for more information.

The Pacific Northwest Golf Association (PNGA) is a 501(c)3 charitable, international amateur golf association. The PNGA is dedicated to preserving the true spirit of golf by supporting our allied associations, conducting quality championships and promoting activities beneficial to golfers in the Pacific Northwest. For over 122 years, the Association has been a pioneer in developing competitions and services and its mission has grown and evolved. Today, the PNGA remains committed to being a truly “regional” organization providing benefits and services to its members and member clubs throughout the Pacific Northwest. Visit thepnga.org for more information.

Washington Golf and PNGA are both governed by a separate volunteer Board of Directors comprised of men and women from private and public golf clubs, representing every geographic region of each association. Washington Golf and PNGA employs and shares a full-time staff of 15, headed by a CEO/Executive Director, with offices located in Tacoma, Washington. Under the direction of the Board of Directors and in conjunction with a number of standing committees, the staff administers the day-to-day affairs of the Associations. Washington Golf and the PNGA also cooperatively own and operate a golf course, The Home Course, in DuPont, Washington.

About the Position:

This entry level position will assist in creating and developing content in various forms (e.g. copy, graphics, photography, video, audio) to support WA Golf and PNGA’s communication and marketing objectives for distribution in multimedia platforms. Assists and supports all other Communication and Marketing Department initiatives and goals as assigned.

Essential Duties and Responsibilities:

Other duties, responsibilities, and activities may change or be assigned at any time with or without notice. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Work with the Communications and Marketing team to gather, organize and create marketing content to grow membership, and inform, promote, engage, and attract new followers for social media and other platforms.
- Create written and video content for digital platforms that follows brand consistency and supports marketing objectives for growth and engagement, and repurpose content as needed. This includes conducting research on given topics and conducting interviews as needed.
- Gather, organize and create content for all association email newsletters and campaigns.
- Assist in posting/uploading content onto various platforms (social media, websites, email newsletters, etc.).
- Stay current with digital marketing trends and opportunities, and explore and experiment with relevant emerging platforms to reach new members and engage current members.
- Work with the Director of Communications/Editor-in-Chief to develop, write and complete communications projects primarily for the *Pacific Northwest Golfer* magazine, website content, and all email newsletters and campaigns.
- Follow content requirements for accuracy, style and project specifications.
- Assist in developing and coordinating publishing and posting schedules for all the various platforms.
- Manage associations email distribution lists.
- Assists with coverage of championships and other events as assigned. Some travel required.
- Assists with fulfillment of all other communication and marketing initiatives as assigned.
- Perform any and all duties as assigned by the Executive Director and/or Director of Marketing.

Position Requirements:

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Excellent writing and editing skills.
- Working knowledge of best practices and requirements for major social media platforms (Facebook, Instagram, Twitter).
- Basic video production and editing experience. Proficiency with Adobe Photoshop and Premiere Pro a plus
- Good eye for design
- Comfortable on-camera presence
- Experience with WordPress or similar website Content Management System (i.e. Squarespace, Wix)
- Possess strong oral and written communication skills and is detailed oriented.
- Possess strong interpersonal skills; and must be self-directed with a strong work ethic.

- Ability to develop and maintain strong professional relationships with staff, competitors, volunteers, club members, and golf course staff.
- Adapts well to changes in the work environment and implements effective changes to improve results; looks for ways to improve and promote quality.
- Comfortable using Microsoft Office Suite products (Word, Outlook, Teams, etc.)
- General golf knowledge is a plus but not required

Physical Demands:

While performing the duties of this job, the employee may be required to lift and/or move up to 100 pounds. The employee may be required to stand for long periods of time and walk long distances.

Application Process:

Please forward cover letter and resume to:

Marilyn Esguerra, Director of Marketing
3401 South 19th St, Suite #200
Tacoma, WA 98405

E-Mail: mesguerra@wagolf.org

No phone calls, please. Interviews for those selected will be conducted at the WA Golf/PNGA Offices as soon as practicable. The position will remain open until filled.