



Coordinator, Marketing & Events

Triad Region, North Carolina (Greensboro, High Point, Winston-Salem)

In-Person | Full-Time

About Us

One chapter, two regions, big impact! First Tee - Triad and First Tee - Western North Carolina together are creating life-changing opportunities through golf and reaching young people across a wide geographic footprint of North Carolina.

First Tee - Triad/WNC is a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges. Using golf and life skills as our tools, we provide kids opportunities they may never have otherwise; opportunities for mentoring, opportunities for enhancing their education and career choices, and opportunities to learn a game that strengthens character, draws out leadership and builds confidence. We are active throughout the Triad and Western North Carolina regions.

First Tee - Triad/WNC is a chapter on the rise. Our staff, facilities and resources have been growing at an exponential rate the last several years. Joining our team will put you on the ground level of ambitious and exciting opportunities both on and off the course. You will join a growing and committed team of people who love golf and believe in its power to positively impact young people and entire communities. If you love golf and want to put your skills to work on something that genuinely matters, and do it alongside people who are all-in, this is the place.

The Opportunity

We are searching for a Coordinator of Marketing & Events, a creative, experienced, and driven professional who wants to step into a pivotal role at a nonprofit organization doing groundbreaking work in youth development and golf. This is a leadership role for someone who thrives at the intersection of strategy, storytelling, and execution. We're looking for someone who can craft the narrative of what we're building and bring it to life across every channel and event we produce.

You'll work closely with the CEO to shape and own the chapter's marketing and communications identity, lead our full events portfolio, from intimate donor gatherings to large-scale community tournaments, and become one of the primary storytellers for the young people whose lives we're changing every day.

If you are someone who sees a newsletter and thinks about how it could move someone to act, who sees an event and thinks about how every detail shapes the attendee's experience, and who genuinely loves the game of golf and what it can teach, we want to hear from you.

Responsibilities

Marketing & Communications

- Develop and execute a comprehensive annual marketing and communications plan for both the Triad and WNC regions of the chapter.
- Own and produce Giving Golf, our monthly donor newsletter, including calendar and concept development, copywriting, graphic design, and impact storytelling.
- Create targeted marketing campaigns to recruit identified groups of potential participants, coaches and new donors.
- Maintain and regularly update both chapter websites, ensuring content is current, compelling, and brand-consistent.
- Design and produce all print and digital materials: flyers, event graphics, program collateral, annual impact reports, and donor stewardship communications.
- Collaborate with chapter staff to design and execute social media content tied to events, program milestones, and impact storytelling themes, contributing to a consistent, high-quality presence across platforms.
- Collaborate with the Executive Director on donor and stakeholder email and physical mailer campaigns.
- Ensure all communications maintain a consistent, high-quality look and feel aligned with First Tee national brand standards and the chapter's individual voice.
- Build and maintain a library of strong photo and video assets across all chapter activities.

Storytelling & Impact

- Gather and tell high-impact stories about participants, coaches, interns, staff, and board members through written text, photography, and video content.
- Translate program outcomes and participant experiences into compelling stories and content for donors and the broader community.

Events

- Lead planning and execution of the chapter's full events portfolio, including the Winston Lake Cup, Race to Ace, sponsor outings, board meetings, GO by Raymond James week activations, First Tee Week, in addition to new events taking place in Western North Carolina.

- Drive early and effective promotion of all events, from save-the-dates through post-event impact reporting.
- Coordinate logistics, vendor relationships, volunteer engagement, and day-of execution to deliver top-tier experiences for donors, sponsors, participants, and community stakeholders.
- Ensure excellent photo and video coverage at every event to fuel ongoing storytelling and communications.
- Track and report event metrics including attendance, budget performance, and audience engagement.

What We're Looking For

Formal education is less important to us than demonstrated excellence. What we need is someone with a track record of doing this work, and doing it exceptionally well.

- A genuine and deep understanding of the golf space and what resonates with golfers, donors, and golf-adjacent audiences.
- Minimum of 2 to 4 years of directly relevant experience in marketing, communications, event management, nonprofit development, or sports/golf industry roles, or a compelling combination that can relate and translate to our work.
- Exceptional writing skills: you can tell a story that makes someone feel something.
- Strong visual design instincts and proficiency in Canva, Adobe Creative Suite, or comparable tools.
- Demonstrated experience planning and executing events from concept through post-event wrap-up.
- Comfort working across digital and print channels including email marketing platforms (MailChimp or equivalent), social media, and website platforms.
- Proven ability to manage large, complex projects with overlapping timelines, balancing multiple campaigns, events, and communications deliverables simultaneously without sacrificing quality.
- High emotional intelligence and strong relationship skills with donors, sponsors, partners, parents, coaches, and community members.
- Availability and willingness to work evenings and weekends for events as needed, including some travel to and from the Triad to Western North Carolina.
- Reliable personal transportation.

Preferred but not required:

- Experience in a nonprofit environment or with youth-serving organizations.
- Familiarity with First Tee programs, culture, and brand.
- Photography or videography skills.

- Google Drive, Google Workspace fluency.

Compensation & Benefits

- The chance to do deeply meaningful work at the ground level of something exciting and to be recognized for it.
- Dynamic in-person work environment splitting time between two recently renovated offices at Gillespie and Winston Lake golf courses.
- Salary: \$50,000 – \$60,000 + bonus opportunity.
- Health, vision and dental insurance partially covered by chapter.
- Retirement assistance.
- 4-day work week outside of scheduled events. Monday to Thursday most weeks.
- Staff clothing and branded chapter gear.
- Business travel mileage reimbursement.
- Professional development and continued education opportunities.

Hiring Timeline

We are actively recruiting now with a goal of completing the hiring process by December 1st.

How to Apply

To be considered, please submit the following to Ryan@firstteetriad.org with the subject line Coordinator of Marketing & Events. Please submit by October 21st.

- Required – A cover letter that tells us who you are and why this role fits you.
- Required – A current resume
- Recommended – A portfolio or work samples. We want to see writing, design work, event recaps, impact stories, or anything else that shows how you do this work. Links, PDFs, or attachments are all welcome.

First Tee – Triad is an equal opportunity employer. We believe diverse teams build better programs and tell better stories.