



## JOB DESCRIPTION

### F/T MARKETING AND OPERATIONS ASSISTANT – GOLF COURSE

#### **THE POSITION**

Under the direction of the Golf Course Manager/Head Golf Professional, performs a variety of functions as the marketing and tournament coordinator for Simi Hills Golf Course, including assisting the Golf Course Manager with the management of all aspects of the facility and its operations, and performs other duties as assigned. This position is required to work a five-day work week, including Saturdays.

#### **EXAMPLE OF DUTIES**

The duties and responsibilities of this position include, but are not limited to:

Coordinate marketing efforts to local business communities, Chamber of Commerce, and local civic and nonprofit organizations, including attendance at local events; write brochures, pamphlets, news releases, speeches, scripts for radio and television public service announcements, and advertising for other marketing media; coordinate and expand current events and projects designed to promote the golf course; develop and maintain a calendar of special events and activities to be held at the golf course throughout the year; provide periodic comparative analysis and needs assessment regarding marketing program effectiveness; enhance cooperative marketing opportunities.

Coordinate tournament sales and oversee all aspects of tournament events, including establishing tournament sales targets; utilize marketing tools, including cold calling and networking to identify and pursue target markets; maintain relationships with previous tournament groups and pursue repeat business; develop and maintain database of tournament groups; perform administrative tasks related to events, including the development of contracts, work orders, closing reports, and tickler files; collect event deposits and payments; coordinate events with food and beverage concessionaire; communicate with appropriate golf course personnel regarding staffing and event preparation requirements.

Assist Golf Course Manager/Head Golf Professional with all facets of the daily operations of the golf course, acting as manager-on-duty in the manager's absence, including assisting with the following: managing the reservation system; reviewing daily utilization levels and tee sheets; initiating and monitoring monthly promotions, demand management, and demand creation strategies; assisting with budget and expense management; providing customer service as necessary; overseeing pro shop personnel as required; and performing other duties as assigned.

#### **EMPLOYMENT STANDARDS**

**Education and Experience:** Graduation from high school or GED equivalent required; any combination of experience/education leading to the required knowledge and abilities.

**Skills and Abilities:** Knowledge of recreational marketing; managing and coordinating golf tournaments or other events; development of operating and event budgets. Working ability to communicate effectively in oral and written form; prepare and present PowerPoint presentations; meet deadlines; establish and maintain effective working relationships with coworkers, citizens, interest groups and public agencies; solid time management, organizational and prioritization skills. Computer literacy: Thorough knowledge of and ability to use Word, Excel, and PowerPoint.

Licenses: Must possess a valid California driver's license and demonstrate a good driving record.

**PHYSICAL ACTIVITY REQUIREMENTS**

This position will require sitting approximately 70% of the time; frequent lifting to 20 pounds; some pushing/pulling loads to 40 pounds, carrying loads to 20 pounds; some bending, kneeling/squatting, climbing stairs; occasional reaching overhead/stretching and operation of computer, typewriter, copy machine, and other office equipment.

2/08