



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

Senior Director of Marketing and Communications

Department: Marketing and Communications

Location: Tacoma, WA

FLSA Status: Exempt

Reports To: Chief Executive Officer

Compensation: Hiring Range: \$105,000–\$115,000 annually, depending on qualifications and experience. In addition to a competitive salary, WA Golf offers a comprehensive benefits package, including medical, dental, vision, 401K plan and paid time off.

Description of Washington Golf and Affiliated Organizations

WA Golf is dedicated to enriching lives through the many benefits of golf by leading, supporting and promoting the sport in our region. As one of the largest amateur golf associations in the United States, WA Golf serves over 104,000 individual members at over than 500-member golf clubs in Washington and Northern Idaho, offering a wide range of membership benefits and services.

WA Golf is also the USGA's Allied Golf Association (AGA) for the state of Washington and Northern Idaho, working together to deliver championship pathways, handicapping and course rating services, Rules education, membership programs, player development initiatives, and other services that support the long-term health of the game. Learn more about WA Golf at www.wagolf.org.

Affiliated Organizations: WA Golf manages the Pacific Northwest Golf Association (PNGA), a 501(c)(3) charitable international amateur golf association. Since 1899, the PNGA has been a pioneer in developing competitions and services that preserve the true spirit of golf. Today, it remains committed to supporting its member associations, conducting high-quality championships, and promoting initiatives that benefit golfers throughout the Pacific Northwest. Visit www.thepnga.org for more information.

WA Golf also manages the Washington Golf Foundations, a 501(c)(3) charitable organization dedicated to supporting WA Golf's mission and fostering and advancing the growth of golf in Washington by supporting initiatives and programs that enrich and unite the golf community. Visit www.washingtongolffoundation.org for more information.

WA Golf, PNGA, and the Washington Golf Foundation operate under separate volunteer Boards of Directors but share a full-time staff of 19, led by a CEO/Executive Director. Headquartered in Tacoma, Washington, the staff manages daily operations under the direction of the Boards and various standing committees.

WA Golf and the PNGA jointly own and operate The Home Course in DuPont, Washington. As a wholly owned subsidiary of WA Golf, The Home Course is managed by a General Manager, supported by both full-time and seasonal staff. WA Golf provides strategic oversight and staff support as needed, with the WA Golf CEO overseeing operations on behalf of the organization.

Position Summary

The Senior Director of Marketing & Communications serves as a key organizational leader responsible for providing strategic leadership for all marketing, communications, branding, digital engagement, audience development, partnership activation, and outreach initiatives for WA Golf and affiliated organizations, including the Pacific Northwest Golf Association (PNGA) and Washington Golf Foundation.

This position leads strategies that strengthen membership acquisition, retention, engagement, organizational visibility, revenue development, and position the organizations for long-term success. The Senior Director leads the marketing and communications team, providing strategic direction for brand strategy, storytelling, digital engagement, advertising and sponsorship initiatives, publications, championship and event coverage, and organizational communications across multiple platforms and audiences.

Essential Responsibilities

Strategic Leadership & Organizational Growth

- Develop and implement integrated marketing and communications strategies aligned with WA Golf's strategic plan and the organizational priorities of affiliated entities, including the Pacific Northwest Golf Association (PNGA), Washington Golf Foundation, and other managed organizations.
- Lead organizational growth initiatives for WA Golf focused on membership acquisition, retention, engagement, audience development, member value, and long-term brand positioning.
- Establish measurable goals, key performance indicators (KPIs), and reporting systems to evaluate effectiveness, engagement, and return on investment across marketing, communication, digital engagement, and audience growth initiatives.
- Serve as a strategic leader in identifying opportunities to leverage emerging technologies, automation, artificial intelligence, and digital tools to improve marketing and communication effectiveness, audience engagement, partnership and sponsorship activation, advertising performance, and operational efficiencies.

Team Leadership & Organizational Collaboration

- Lead, mentor, and develop a cross-functional marketing and communications team consisting of the Director of Communications & Editor-in-Chief, Assistant Director of Marketing Technology, Communications Coordinator, Graphic Designer & Content Coordinator, and Director of Advertising Sales while fostering a culture of innovation, accountability, collaboration, and continuous improvement.
- Establish departmental priorities, workflows, and performance expectations that maximize organizational effectiveness and strategic alignment.
- Collaborate across departments to support championships, events, membership services, club support, fundraising, advocacy initiatives, and other organizational programs.
- Manage departmental budgets, partner relationships, and agency partnerships.
- Evaluate Marketing and Communication Department staffing structures, organizational processes, and resource allocation and recommend improvements as appropriate.

Partnerships, Sponsorships & Revenue Development

- Lead strategic partnership, sponsorship, advertising, and revenue-development initiatives that enhance organizational visibility, audience engagement, member value, and long-term sustainability across WA Golf and other affiliated organizations.
- Identify, cultivate, secure, and activate partnership and sponsorship opportunities aligned with championships, programs, events, publications, digital platforms, and strategic initiatives.

- Develop integrated marketing, activation, and storytelling strategies that maximize sponsor visibility, advertising effectiveness, partner engagement, and organizational impact across member communications, events, championships, publications, and digital media channels.
- Direct and collaborate with the Director of Advertising Sales to maximize the value of PGA digital advertising inventory which include eNewsletters, email marketing, *Pacific Northwest Golfer*, and audience engagement platforms, while providing oversight and direction for editorial, publication, and storytelling initiatives led by the Director of Communications & Editor-in-Chief.
- Collaborate with Washington Golf Foundation leadership to support fundraising, donor engagement, stewardship, philanthropic storytelling, and communication strategies that increase awareness, participation, and charitable support.

Marketing, Communications, Brand & Content Strategy

- Oversee all organizational marketing, communications, branding, storytelling, and stakeholder messaging across digital, print, media, social media, publications, and public-facing channels for WA Golf and affiliated organizations.
- Lead integrated communication and content strategies supporting membership growth, championships, club services, educational programs, advocacy initiatives, partnerships, volunteer engagement, fundraising efforts, and organizational priorities, including oversight of editorial, publication, and storytelling initiatives led by the Director of Communications & Editor-in-Chief.
- Develop and execute strategies that effectively communicate and demonstrate the value of WA Golf membership, programs, services, resources, and affiliated organizations.
- Lead communication, storytelling, and onsite/event coverage strategies surrounding championships, events, member programs, volunteer opportunities, and organizational initiatives, including digital content, photography, video, social media, and real-time engagement.

Ensure consistent brand standards, messaging, and voice while maintaining strong relationships with media partners, sponsors, and industry stakeholders.

Membership, Club & Digital Engagement

- Lead WA Golf member, club, and other stakeholder engagement strategies that enhance member value, strengthen relationships, and improve the overall user experience.
- Support WA Golf's network of more than 500 member clubs through effective communication, education, technology support, and engagement initiatives related to Rules of Golf, handicapping, GHIN administration, course rating, membership tools, club services, and association resources.
- Develop and implement communication and marketing strategies that educate members, clubs, and stakeholders on the programs, services, benefits, and resources provided by WA Golf and affiliated organizations.
- Direct and collaborate with the Assistant Director of Marketing Technology to oversee CRM, HubSpot, email marketing, marketing automation, audience segmentation, analytics, website strategy, eNewsletters, and digital engagement platforms to improve effectiveness and stakeholder engagement.
- Utilize data and analytics to better understand member and club needs, improve value of membership, service delivery, and enhance overall satisfaction of all stakeholders.

Position Requirements

- Bachelor's degree in Marketing, Communications, Public Relations, Business Administration, or a related field.
- Minimum of eight (8) years of progressively responsible leadership experience in marketing, communications, digital engagement, brand strategy, partnership development, or related fields.
- Demonstrated success developing and implementing integrated marketing and communications strategies that drive organizational growth, audience engagement, value, and revenue development.
- Experience leading and developing multidisciplinary teams while fostering collaboration, accountability, innovation, and professional growth.
- Strong understanding of digital marketing, CRM systems, marketing automation, analytics, audience segmentation, website strategy, email marketing, and digital engagement platforms.
- Experience developing and supporting partnership, sponsorship, advertising, fundraising, or other revenue-generation initiatives.
- Ability to think strategically while also ensuring successful execution.
- Experience managing budgets, vendor relationships, agency partnerships, and external service providers.
- Preferred Experience in sports, membership associations, nonprofit organizations, governing bodies, or hospitality/recreation industries.
- Preferred experience with HubSpot, CRM systems, website management platforms, and digital analytics.
- Excellent written, verbal, presentation, and interpersonal communication skills.
- Familiarity with golf and the golf industry.

Leadership Competencies

The successful candidate will demonstrate the ability to:

- Think strategically and lead organizational growth initiatives.
- Inspire, develop, and lead teams
- Build strong relationships with partners, sponsors, and stakeholders.
- Lead innovation, change, and continuous improvement initiatives
- Utilize data, analytics, and technology to drive decision-making and engagement
- Manage priorities and organizational initiatives effectively
- Develop creative storytelling, branding, and audience engagement strategies
- Foster collaboration and alignment across departments and affiliated organizations
- Support partnership, sponsorship, and revenue-development efforts

Application Process

Please forward cover letter and resume to:

Troy Andrew, Chief Executive Officer

3401 South 19th St, Suite #200

Tacoma, WA 98405

E-Mail: tandrew@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.