



EMPLOYMENT OPPORTUNITY
Director Development and External Affairs



The West Virginia Golf Association recently celebrated its 100th anniversary of promoting and preserving amateur golf in West Virginia. The WVGA serves many aspects of the game of golf in West Virginia. Projects include 15 state championships, The Callaway Junior Tour, Senior Series, WVGA Amateur Tour and The First Tee of West Virginia. In 2011 and 2013 the WVGA was awarded the best growth in a mid-size association by the USGA-GHIN and in 2015 earned the Golden Tee Award for Outstanding Tournament Operations by the International Association of Golf Administrators.

This position of Director of Development and External Affairs requires an individual with unwavering integrity, a passion for the game of golf and the state of West Virginia. Communication skills are vital as is the ability to maintain and identify funding sources and market the Association's benefits to its members and sponsors. A qualified candidate must possess excellent time and fiscal management skills. Most importantly, the Director of Development and External Affairs will work collaboratively as part of a team with the WVGA and its many partners.

POSITION: Director of Development and External Affairs

REPORTS TO: Executive Director, West Virginia Golf Association

SALARY: Salary and incentive bonuses, commensurate with qualifications, education, and experience

BENEFITS: Major medical (Partial reimbursement for employee and family), paid vacation, cell phone reimbursement plan, clothing allowance, attractive retirement plan managed by Woodmen Life. Company vehicle for all organization travel.

TIMING: January 2020

LOCATION: Charleston, WV

DIRECTOR OF DEVELOPMENT and EXTERNAL AFFAIRS

The Director of Development and External Affairs will develop, plan, monitor and implement all aspects of the West Virginia Golf Association's annual fundraising efforts, in conjunction with the Executive Director. Identify and cultivate new donors. Perform stewardship functions for existing contributors. Develop regional fundraising support teams in efforts to conduct various fundraising events and campaigns, both on and off the golf course statewide as a part of a strategic fundraising plan. The Director of Development and External Affairs will develop content for wvga.org, all conventional and social media channels, including the writing of periodic press releases in strategic media markets promoting the brand of the West Virginia Golf Association. Additional task includes the creation of marketing tools in print, audio, video and digital. Additionally, accepting duties from time to time assigned by the Executive Director.

ROLES AND RESPONSIBILITIES

DEVELOPMENT

- Set strategies and organize Association's operations to achieve fundraising goals and objectives.
- Establish a presence in communities and demonstrate the ability to coordinate activities that result in the achievement of the fundraising goals.
- Meet fundraising targets for the Association's fundraising events, including annual giving campaigns, special project campaigns and testamentary giving campaigns among others.
- Implement an effective donor stewardship and recognition plan.
- Establish and manage event committees, volunteers and donors.
- Identify and apply for grants that are pertinent to the mission of The West Virginia Golf Association and The First Tee of West Virginia.

EXTERNAL AFFAIRS

- Developing, writing, disseminating creative work in conventional media, social media as well as managing content of wvga.org
- Promote the WVGA through cultivation of and marketing to social media followers utilizing all appropriate forms of social media to do so.
- Writing of press releases covering in state championships, major junior and senior events, non-golf events, including The First Tee of West Virginia.
- Build sound relationships with major media markets statewide

SPECIALIZED KNOWLEDGE / EXPERIENCE & SKILLS

DEGREE/EDUCATION –	Bachelor's Degree
LEVEL OF EXPERIENCE –	Three years of Development, Marketing, Fundraising
COMPUTER SKILLS REQUIRED –	Canva, Adobe Premier, Photo Shop, Constant Contact, Proficient in Microsoft Applications

**Please send letter of application, resume, and salary history to:
WVGA Executive Director, Brad Ullman – bullman@wvga.org**