

Position Title: Director, Marketing and Communications

British Columbia Golf (BC Golf)

Location: Hybrid (British Columbia; travel within the province required)

Employment Type: Full-Time, Permanent

Reports to: Chief Executive Officer (CEO)

Leadership Role: Member of the Senior Leadership Team

About British Columbia Golf

British Columbia Golf (BC Golf) is the provincial governing body for amateur golf in British Columbia. We work collaboratively with clubs, facilities, partners, and communities to grow participation, strengthen the game, and ensure golf is welcoming, inclusive, and sustainable for future generations.

As BC Golf advances a renewed strategic plan and continues to modernize its technology, governance, and member engagement, we are seeking a **Director, Marketing and Communications** to play a central leadership role in shaping how the organization tells its story, connects with stakeholders, and builds trust and value across the golf community.

The Opportunity

The Director, Marketing and Communications leads BC Golf's brand, marketing, communications, and digital ecosystem. This senior leadership role is responsible for ensuring BC Golf's mission, impact, and value proposition are clearly articulated and consistently delivered across all channels.

Working closely with the CEO and senior leadership team, the Director will support participation growth, strengthen member engagement, and enhance BC Golf's reputation across the province. The role also supports partnership and sponsorship initiatives through strategic alignment, storytelling, and activation.

Key Responsibilities

Marketing, Brand & Communications

- Develop and execute an integrated marketing and communications strategy aligned with BC Golf's strategic plan, mission, vision, and values.

- Lead and steward the BC Golf brand, including messaging frameworks, brand standards, storytelling, and reputation management.
- Create and deliver annual marketing and communications plans with clear objectives, KPIs, timelines, and performance metrics.
- Lead BC Golf's storytelling approach to highlight participation, championships, pathways, volunteers, clubs, and the broader social value of golf.
- Oversee communications across digital platforms including website, email, social media, and content channels.
- Establish governance frameworks, policies, and approval processes for marketing and communications activities.

Digital, Data & Audience Engagement

- Oversee BC Golf's digital ecosystem, including website(s), CRM, analytics, email marketing, and marketing automation tools.
- Use data and insights to improve audience segmentation, engagement, reporting, and return on investment.
- Collaborate with internal teams and external partners to continuously improve digital performance and user experience.

Partnership & Sponsorship Support

- Support the CEO in partnership and sponsorship initiatives through marketing integration, communications strategy, and brand alignment.
- Assist with storytelling, activation, and stewardship practices that strengthen long-term partner relationships and revenue objectives.

Leadership & Organizational Contribution

- Lead, manage, and develop a high-performing Marketing & Communications team, fostering creativity, collaboration, accountability, and professional growth.
- Manage departmental budgets, forecasts, and resources with a focus on fiscal responsibility and measurable outcomes.
- Contribute as a member of the senior leadership team to organizational priorities, change initiatives, and cross-functional projects.

- Prepare reports, insights, and recommendations for senior leadership and the Board of Directors, as required.
 - Represent BC Golf externally at championships, industry meetings, and stakeholder engagements.
 - Champion equity, diversity, inclusion, and Safe Sport principles across all areas of work.
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Qualifications & Experience

- University degree in Marketing, Communications, Business, Sport Management, or a related field; postgraduate education or professional certifications are an asset.
 - Minimum **7+ years** of progressive experience in marketing and communications, including senior leadership and people management experience.
 - Proven success leading integrated brand and marketing strategies across digital platforms.
 - Strong strategic thinking, financial acumen, budgeting, and analytics capabilities.
 - Excellent written, verbal, and presentation skills.
 - Experience working with Boards, senior leadership teams, and diverse stakeholders (clubs, partners, government, media) is highly valued.
 - Experience supporting sponsorship or partnership activation is considered an asset.
 - Demonstrated understanding of sport environments, with direct experience or strong familiarity with golf as both a sport and recreational activity
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Leadership Attributes

- Takes ownership and accountability for decisions and outcomes.
- Leads with integrity, inclusivity, and a strong values-based approach.
- Encourages collaboration, transparency, and shared purpose.
- Embraces innovation, continuous improvement, and evidence-informed decision-making.

- Demonstrates adaptability and confidence in leading through organizational change.
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Why Join BC Golf?

This is a unique opportunity to shape the voice, brand, and digital future of golf in British Columbia. You'll join a purpose-driven organization committed to participation, wellbeing, and the long-term sustainability of the game — while playing a key role in a period of meaningful transformation and growth.

Compensation & Benefits

This is a full-time, permanent position with a salary commensurate with experience, \$80,000 - \$100,000 range.

Benefits include extended health and dental coverage, Group RRSP matching, and hybrid work flexibility.

Application

Please send your applications to Matthew Steinbach, CEO of British Columbia Golf, at matthew@britishcolumbiagolf.org

The deadline for applications is Sunday, February 1, 2026

We thank all applicants for their interest; however, only those invited for an interview will be contacted.

British Columbia Golf is an equal-opportunity employer committed to fostering a diverse and inclusive workplace. We encourage applications from individuals of all backgrounds and experiences.