



The **J. Wood Platt (JWP) Caddie Scholarship Trust** was created in 1958 and is the official charity of the Golf Association of Philadelphia (GAP).

Since its inception in 1897, GAP has celebrated golf in Philadelphia as the oldest regional or state golf association in the United States. GAP promotes the game of golf and provides many opportunities for more people across the region to enjoy the game of golf.

The JWP Scholarship mission is to financially aid deserving caddies in their pursuit of higher education. In the last 60 years, more than 3,500 young men and women have received \$22 million in aid. In the upcoming 2020-21 academic year, 145 caddies are receiving more than \$1.2 million.

THE POSITION

The Associate Director of Communications is a newly created role within a quickly growing Caddie Scholarship Trust. This position will create awareness for the J. Wood Platt Scholarship Trust (JWP); engaging friends, alumni and supporters across all communication channels to ultimately convert audiences into donors. This position will be the chief story teller for the Trust.

Responsibilities:

- Establish connections with JWP alumni and current Scholars in order to draft story ideas as the basis of an engaging communications plan;
- Draft all content for social media channels;
- Assist the Director of Development with marketing collateral for donor communication (brochures, annual report, solicitations)
- Produce copy for JWP Caddie Spotlight stories in the GAP Magazine, four issues.
- Produce monthly email newsletter
- Update web content
- Manage the design of invitations, programs, signage, and all other print/digital collateral for special events
- Manage print/digital aspects of event production including photography, webpage, online registration, and appropriate post-event communications;
- Other duties as assigned/required.

Qualifications

Bachelor's degree with 2 to 4 years of relevant experience in the marketing, communications, events, and/or development fields. For the perfect candidate, undergrad and/or internship experience may be

considered. Must have basic knowledge of social media platforms and experience creating effective social-media strategies that increase audience and engagement. Savvy with Microsoft Office (Word, Excel, PowerPoint), knowledge of Adobe Creative Cloud, comfort with WordPress and MailChimp platforms.

Location 1974 Sproul Road, Suite 400, Broomall, PA 19008

Salary Commensurate with experience and qualifications

Benefits Include health, life & disability insurance, 401k, mileage and medical/dental reimbursement

Apply Please forward a cover letter and résumé to:

Golf Association of Philadelphia
1974 Sproul Road, Suite 400
Broomall, PA 19008
Attention: Employment Opportunity

Or e-mail résumé to jobs@gapgolf.org with “JWP Associate Director of Communications” in subject line

For more information about the Golf Association of Philadelphia, please visit www.gapgolf.org.

Application Deadline: Position open until filled.