

Golf House Kentucky

Job Title: Manager of Membership & Engagement

Reports to: KGA Executive Director



The Kentucky Golf Association (KGA) is seeking a highly motivated professional to serve as the Manager of Membership & Engagement, a key role responsible for strengthening relationships with KGA members, clubs, and partners while advancing the Association's strategic priorities in communication, data management, and member experience.

This individual will oversee all membership-related communication, GHIN member support, and relationship management with KGA Member Clubs while leading key engagement initiatives across the state. This role plays a central part in KGA's long-term growth strategy by modernizing how the Association communicates, analyzes data, and serves its members.

The ideal candidate is customer-focused, tech-savvy, highly organized, and passionate about creating a best-in-class membership experience for Kentucky golfers.

Role Responsibilities:

- **Membership, Club Support, & Engagement**

- Serve as the primary point of contact for KGA Members, Member Clubs, and Member Club administrators.
- Provide exceptional customer service on all matters related to GHIN, membership benefits, handicap inquiries, and general KGA questions.
- Collaborate with the Handicapping & Course Rating Manager to respond to member and club inquiries related to the World Handicap System, Rules of Handicapping, and scoring history.
- Publish the GHIN bi-monthly newsletter in collaboration with the Handicapping & Course Rating Manager.
- Support new Member Club onboarding and ensure clubs remain compliant with USGA policies, annual education requirements, and license renewals.
- Maintain accurate membership, facility, and club data while preparing monthly membership reports and insights for internal and board use.
- Assist in strengthening KGA's Member Club Benefits program and driving adoption of GHIN tools, including the GHIN mobile app.
- Work collaboratively with the Marketing and Communication Manager to provide content as needed for KGA newsletters.

- **HubSpot CRM Administration & Communication Strategy**

- Lead the five-month onboarding and implementation process for HubSpot, coordinating directly with HubSpot and external partners.
- Build workflows, automation, segmentation, email templates, and dashboards to support KGA's membership, tournament, club, and communication needs.
- Partner with KGA leadership to evolve CRM strategy beyond initial implementation.
- Ensure all KGA member and club data is migrated accurately and maintained within HubSpot.

- Train staff users, create internal documentation, and serve as the organization's CRM subject-matter expert for the KGA.
- Develop strategic communication journeys for:
 - New GHIN member onboarding
 - Lapsed member re-engagement
 - Member Club outreach
 - Tournament participation promotion
 - Seasonal updates and automated messaging
- Produce regular insights and reporting to help guide KGA leadership in membership growth and retention strategies.
- **Youth on Course Kentucky Communication & Program Growth**
 - Serve as the primary communication contact for Youth on Course Kentucky.
 - Manage all communication with YOC clubs, including onboarding, renewals, quality assurance, and program updates.
 - Track YOC participation data and identify opportunities to grow the program across Kentucky.
 - Coordinate promotion of YOC to juniors, parents, and facilities in collaboration with the Foundation Coordinator.
 - Work collaboratively with the GHK CEO when necessary to ensure mission alignment.
- **Marketing & Member Engagement Support**
 - Partner with the Marketing and Communication Manager to develop content that supports membership growth and enhances overall KGA storytelling.
 - The Marketing and Communication Manager will retain primary responsibility for creating digital content, newsletters, social media material, but this position will need to assist when necessary and keep the Marketing and Communication Manager informed on KGA information.
 - Support promotional campaigns for tournaments, championships, and membership initiatives.
- **Administrative & Operational Support:**
 - Respond to incoming calls and emails to the KGA administrative inbox.
 - Support GHIN training resources, including creating short video tutorials and help guides.
 - Utilize Golf Genius' Tournament Management Software to provide customer support for Member Clubs.
- **All other tasks as assigned**

Preferred Qualifications

- College degree or equivalent
- Golf administration experience preferred but not required
- Background in membership management, CRM systems, customer engagement, or association management preferred.
- Experience in HubSpot or another CRM platform strongly preferred (or willingness to become certified immediately).

Skills & Attributes

- Passion for delivering exceptional customer service.
- Strong verbal and written communication abilities.
- Excellent organizational skills and the ability to manage multiple projects.

- Highly proficient with technology platforms and data management.
- Positive, team-oriented mindset with strong relationship-building skills.
- Ability to adapt, learn quickly, and embrace continuous improvement.

Hours & Work Schedule

- Typical work week 40-50 hours
- Tournament support and travel during season when necessary (March - October)
- Some Saturday/Sunday work required

Compensation

- Salary \$50,000
- Opportunity for year end bonus
- \$50/month cell phone reimbursement
- 401(k) Employer Retirement Plan with 5% contribution from GHK
- 100% of individual benefits package paid by GHK (medical, dental, vision, ST/LT Disability).
- Family insurance available at employee expense
- Paid vacation and sick time
- Additional paid holidays, including Christmas week off, and comp time.
- Professional development opportunities supported and encouraged
- PGA Dues paid (if applicable)
- Job expenses covered (uniforms, meals, lodging, mileage reimbursement while traveling)

About Golf House Kentucky

Golf House Kentucky is the umbrella organization for Kentucky's Family of Golf Organizations: Kentucky Golf Association, Kentucky PGA and Kentucky Golf Foundation. The vision of Kentucky's golf leaders, Golf House Kentucky was founded in 1978, and is headquartered in a picturesque country setting in Louisville, Kentucky. Golf House Kentucky conducts over 120 competitions for golfers of all ages, gender and skill levels (amateur and professional) with a full-time staff of thirteen (13) and seasonal/intern positions of eight (8). GHK works in conjunction with the PGA of America and provides valuable services to Kentucky PGA professionals and member golf facilities. Working in partnership with the USGA, Golf House Kentucky provides individual golfers and member golf facilities with a wide range of services: Handicapping, USGA Course and Slope Rating, award programs, club consulting and golf management software. The family's philanthropic affiliate, Kentucky Golf Foundation promotes the Kentucky Golf Hall of Fame, Kentucky golf museum and provides grant and scholarship programs for youth in the Commonwealth of Kentucky.