

Golf House Kentucky

Position: Marketing & Communications Manager (full-time, exempt)

Reports to: Chief Executive Officer - Golf House Kentucky

Application Deadline: Open until filled

Desired Start Date: February 2026 (flexible)

Golf House Kentucky is seeking a highly creative & motivated individual who embodies a continuous improvement mindset. The Marketing & Communications Manager is the only full-time position at GHK responsible for overseeing digital, website, and traditional marketing for Golf House Kentucky. This includes development and delivery of effective marketing and communications strategies, internal and external communications, public relations activities, press releases, website management, graphic and creative management, videography development, media relations, and social media. In addition, this position will lead the efforts on communications and coverage of the golf tournaments offered by the Kentucky Golf Association, the Kentucky PGA, and the KPGA Junior Golf Tour. This includes pre and post-tournament communications as well as coverage during play.

Responsibilities include:

Marketing & Communications

- Create and implement annual marketing plans for our three organizations (the Kentucky Golf Association, the Kentucky PGA, and the Kentucky Golf Foundation).
- Develop a comprehensive communications plan for the three Golf House Kentucky organizations that include website updates, tournament coverage, social media postings, association newsletters, and marketing.
- Update and maintain the association's website (kygolf.org) including updating news stories, scoring links, results, history, and static pages.
- Develop human interest stories and execute on those ideas in order to highlight outstanding Kentucky PGA Professionals, Kentucky Golf Association members, and Kentucky Golf Foundation stakeholders and the community.

Golf Tournament Coverage

- Responsible for all written tournament communications pieces for Golf House Kentucky and our three organizations, including the posting and distributing of content. This includes tournament previews, player storylines, daily recaps, summaries, and results.
- Be present at roughly 50% of tournaments offered by the three organizations to take photos, create short videos, interview players, and report on play during rounds.
- Shoot and edit photos and videos to promote the tournaments and players.
- Train and supervise the seasonal marketing intern brought on each summer to assist with tournament coverage.
- Cover Kentucky PGA and Kentucky Golf Association members playing in national championships and marquee events, including daily updates on social media, preview, and recap stories.

Brand Development & Oversight

- Manage the brand for each organization and evaluate ways to strengthen, grow, and promote our three organizations to our target audience and bring in new members.
- Create a brand personality, voice, and set of assets to introduce through a branding campaign.

- Define our target audience, performing market research, and setting “awareness goals” for the organizations.

Content Creation

- Create (shoot and edit) high quality digital-first short form video content in support of GHK’s mission and brand, including: concept development and brainstorming, capture video content, editing of all projects on in-house edit suite and ability to finish videos for digital output, and collaborating with freelance video vendors, agencies, and consultants, as needed.
- Design all graphics and promotional material including emails, posters, web banners, and logos.
- Design social graphics and social-first multi-media assets that tell the stories of KPGA members, KGA members and clubs, foundation programming, community news, and other key brand initiatives.
- Manage and increase our organizations’ social media presence on Facebook, Instagram, and other platforms.
- Responsible for posting kygolf.org stories to social media, creating daily content plans, digital content creation, and executing an engaging campaign through graphics, videos, articles and interviews.

Additional Responsibilities

- Promote Corporate Partners through direct digital and print advertising.
- Supervise all advertising opportunities.
- Serve as the staff liaison for related Committee(s) to assist with organizing meetings and activities.
- Collaborate on special projects as assigned.
- Assist with events and tournaments, as needed.

Preferred Qualifications

- College degree or equivalent.
- 3-5 years of marketing and/or communications experience preferred.
- Golf industry experience preferred but not required.
- Knowledge of and passion for the game of golf preferred.
- Highly organized with strong time management capabilities.
- Excellent written and verbal communication skills.
- Strong attention to detail and ability to multitask and prioritize.
- Strong knowledge of website operations and social media platforms.
- Continuous improvement attitude.
- Positive personality with a focus on people and relationships.

Physical Requirements

- Lifting and transport equipment up to 50 pounds.
- Long periods of time standing/walking both indoors and outdoors.
- Ability to hear and to see both short and long distances at tournaments.
- Must be able to operate a vehicle and a golf cart.
- Ability to travel within Kentucky and work extended hours (including weekends).

Hours & Work Schedule

- Typical work week 40-50 hours.
- Travel within the state of Kentucky required for tournament coverage (March - October).
- Some Saturday/Sunday work required (ability to earn comp time).
- Opportunity for some remote work based on company policy.

Compensation

- Salary range \$50,000-\$60,000.

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

To Apply

Please send a cover letter and resume to Peter Kremer, Golf House CEO, with “Marketing & Communications Manager” in the subject line to pkremer@kygolf.org. Applications will be accepted until the position is filled.

About Golf House Kentucky

For more information, visit kygolf.org.

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, professional, and junior) with a full-time staff of thirteen and seven seasonal/intern positions. GHK works in conjunction with the PGA of America (through the KPGA) and provides valuable services to Kentucky PGA professionals and member golf facilities. Working in partnership with the USGA, Golf House Kentucky (through the KGA) 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 runs programs which positively impact the lives of youth and military members in Kentucky through the game of golf, the Kentucky Golf Hall of Fame, and the Kentucky golf museum.