



OPPORTUNITY:

Title: Regional Director, Ontario
Reports to: Director, Membership
Location: Golf Canada Head Office (Oakville, ON)
Status: Full Time
Ideal Start Date: February 1, 2021

OVERVIEW:

The Regional Director, Ontario position is Golf Canada's primary liaison with member clubs, Golf Ontario and the Ontario golf industry. This role is crucial in connecting facilities across the country with Golf Canada services and programming, while also facilitating the growth of Golf Canada's brand and membership. The success of golf facilities is critical to the success of Golf Canada and Golf Ontario. The ideal candidate will help Golf Canada and Golf Ontario better understand the needs of members and member facilities alike, while also forging positive and impactful relationships with industry stakeholders across Ontario. The Regional Director, Ontario will also search out current and future opportunities for membership platforms that will grow and develop these vitally important facility and industry relationships.

PRIMARY DUTIES:

Business Development:

50%

- Work with Golf Ontario staff to identify growth opportunities and create strategies to target new member clubs, leagues and individuals to becoming affiliated with Golf Canada/Golf Ontario.
 - Work in tandem with the Manager of Membership and Regional Managers within Golf Ontario to achieve shared membership targets and goals
- Represent Golf Canada at regional stakeholder and trade-show events (Golf Ontario AGM, General Meetings and Board Meetings, PGA Shows, NGCOA Trade Shows, CSCM, etc.).
- Identify and connect potential donors to the First Tee Canada to the Golf Canada Foundation
- Seek or identify potential commercial partnerships to expand membership benefits in the Province of Ontario

Relationships:

30%

- Show leadership in developing outstanding relationships with our individual members, member clubs, Golf Ontario and industry stakeholders.
- Grow and maintain a robust network of golf facility owner/operators, PGA Professionals, GJAC members, Club Managers and Canadian Golf Course Superintendents across the province of Ontario.
 - Using those connections, work with operators to increase membership numbers and facilities that are affiliated with Golf Canada/Golf Ontario.
- Assist clubs with Golf Canada/Golf Ontario membership implementation, while also identifying areas of growth within those existing member clubs.
- Continually strive to develop and create additional benefits for the Golf Canada/Golf Ontario joint membership program.
- Facilitate a collaborative and positive working relationship between Golf Canada & Golf Ontario.

Advocacy/ Regional Support:**10%**

- Present on behalf of Golf Canada's strategic priorities during Regional town halls and AGM's in coordination with Golf Ontario.
- Utilize the key Amateur Championships to focus on club connections, values but also assisting where possible with regional contacts for services and corporate connections.

Planning:**10%**

- Collaborate with all departments within Golf Canada & Golf Ontario operations teams to ensure programming is shared with facilities in an impactful and lasting way.
 - Additionally, develop materials and communications with facilities around the Golf Canada Mobile App. Ensure that facilities are using the App to educate golfers on their own individual services and amenities, while also gaining maximum audience reach within those facilities.
- Provide regional insight and knowledge to all Golf Canada and Golf Ontario departments on industry trends and initiatives.
- Work with fellow Regional Directors to identify further areas of growth and business development.

REQUIRED SKILLS, KNOWLEDGE, & ABILITIES:

- University/college education in related field of study preferred;
- Minimum ten (10) years of Sport Industry Association experience;
- Solid knowledge of the golf industry, current trends and golf business as a whole;
- Outstanding sales and sales management experience, along with a high level of business acumen and customer relationship/retention skills
- Strong communication and presentation skills;
- Commercial experience with sales & partnerships with experience in membership assets.

APPLICATION DETAILS:

Golf Canada - Human Resources
1333 Dorval Drive, Suite 1
Oakville, ON L6M 4X7
Email: resumes@golfcanada.ca

One (1) position available. Golf Canada will interview up to six (6) candidates. Forward cover letter and resume, by e-mail or mail only, NO PHONE CALLS PLEASE to the above contact by **11:59pm, December 9th, 2020**. Golf Canada thanks all applicants but will contact only those who will be invited for an interview.

Golf Canada's regular hours of work are 40 hours per week, namely Monday to Friday, 8 hours a day and 5 days a week including a one-hour lunch. However, the demands of your position may require your hours of work to vary to meet the objectives of your employment. Due to the nature of this position, there will also be some travel required and the need to work some weekends.

Golf Canada is dedicated to employment equity and fostering diversity within the workplace in order to build an inclusive workforce where all employees have the opportunity to reach their potential.

Golf Canada is committed to providing a safe environment for all, especially children. All applicants will be thoroughly screened using background checks and a review process.

Golf Canada's core values are "Fun, Excellence, Inclusion, Respect, Accountability" and while these are included in each employee's offer of employment and annual employment letters, these core values are also an integral part of the Golf Canada's recruitment, hiring and annual review process.

Golf Canada is committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act ('AODA'). If you require accommodation during any stage of the recruitment process, please notify Human Resources at 905-849-9700.