



## OPPORTUNITY:

Title: Chief Marketing Officer  
Reports to: Chief Executive Officer  
Location: Golf Canada Head Office, Oakville ON  
Status: Full Time  
Ideal Start Date: January 2022

## OVERVIEW:

This ambitious and visionary Chief Marketing Officer will deliver the strategy that connects and scales our national membership, demonstrates value for our members and partners, and supports the organizations business objectives.

Reporting to the Chief Executive Officer, the CMO will optimize all aspects of the organization's marketing and communication initiatives across all platforms and assets. This role will be critical in supporting the organization's strategic direction and growth, including our ability to capitalize on the growing membership, and the continuous elevation of our prestigious golf championships - The RBC Canadian Open and Canadian Pacific Women's Open.

## PRIMARY DUTIES:

### 1. Marketing

70%

#### Strategy Development

- Create and implement a long-term marketing and communications strategic plan
- Champion the business requirements and the needs of all internal customers by defining, planning and executing against key departmental marketing projects

#### Product Marketing

- Support Golf Canada strategic plan through the development and implementation of an annual Marketing Plan for the following products working in collaboration with the business owner and other key stakeholders.
- Support commercial organization to deliver profitable and sustainable revenue growth.

#### Digital

- Ownership of the evolution of the Golf Canada Digital Strategy guiding the following areas of the business:
  - The development and implementation of the Golf Canada Digital Network
  - The customer experience provided through all consumer-facing digital interfaces.

#### Brand

- Oversee the execution of an annual Brand Plan to build, enhance and protect the Golf Canada brand.
- Guide the team in marketing team in the development of tools and tactics designed to ensure the fidelity of the Golf Canada brand(s) visual identities

### 2. Human Resources, Finance and Team Development

30%

- Champion the HR process within the Commercial Organization to foster effective team development
- Ensure that the marketing team's culture is dedicated to diversity, equity, inclusion and creating a safe workplace for employees, volunteers, and members through policies and procedures undertaken by the Human Resources department
- Manage marketing expenditures against established budgeted guidelines

## REQUIRED SKILLS, KNOWLEDGE, & ABILITIES:

### Education and Experience

- Undergraduate degree or diploma, preferably in Marketing, Business Administration, Sports Management or a related field, or equivalent experience.
- Minimum 10 years of progressive leadership and marketing experience gained primarily with a professional or amateur sports organization or business involved in the sporting industry.

### Strategy and Implementation

- Has conceptualized, implemented, and operationalized a strategic plan to drive brand and revenue growth of a major corporate or organizational brand.
- Extensive use of data/analytics to support strategic initiatives and to measure results.

### Marketing and Revenue Generation

- Must possess seasoned knowledge of general marketing principles including marketing strategy, promotion, sponsorship, advertising, digital/social, product marketing, and CRM.
- Has some senior experience with corporate sponsorships acting as strategic counsel and transformational digital asset creation and selling effort.
- Experience with planning, managing, and delivering high profile events.

### Leadership

- Driven by team success as opposed to personal success. An accomplished and respected hands-on leader with a proven ability to attract, retain and develop highly qualified individuals into a committed and energized team.

### Communications and Relationships

- A strong communicator and presenter who can articulate an organization's vision at all levels internally and externally.
- Works collaboratively and brings people together in a way that promotes the organization's best interests.

### Operations

- Strong business and financial acumen. Demonstrated ability to establish and monitor metrics, budgets and financials. Consistently delivers against annual business plans and financial objectives.

### Assets

- Bilingual (English and French) is not required but considered an asset.
- Golf knowledge or experience is not required but considered an asset.

## APPLICATION DETAILS:

Golf Canada - Human Resources  
1333 Dorval Drive, Suite 1  
Oakville, ON L6M 4X7  
Email: [resumes@golfcanada.ca](mailto:resumes@golfcanada.ca)  
Visit: [www.golfcanada.ca](http://www.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, November 28, 2021**. Golf Canada thanks all applicants but will contact only those who will be invited for an interview.

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 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'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.