



## Role Description

### **Communications Coordinator**

June 2026

#### Background

The Austin Chapter of the LPGA Amateurs currently has 196 members. Roughly 40% of our members have joined in 2026 and 34% self-report as New Golfers.

Our research and recent experience have shown that members receive their information about Chapter activities in different ways: newsletters, dedicated emails, website, social media, text messaging and word-of-mouth. Thus, we have an omni-channel approach to communicating with our members.

#### Responsibilities

The Communications Coordinator reports to the Marketing Chair and leads a committee to assist her. She works closely with the President and chapter leaders to support their needs in communicating with members.

- Produce and distribute a Chapter newsletter every 2 weeks via email to members.
  - Collect, organize, and edit information about Chapter activities.
  - Maintain the distribution list of newsletter recipients.
- Produce and distribute other relevant emails when asked to by other committees
- Upon request from other Chapter leaders, send email and text messages to members using Golf Genius software.
  - Maintain the distribution list of recipients within Golf Genius
  - Respond to email replies from the members regarding specific concerns or forward them to the appropriate person
- Maintain and update the Chapter website, ensuring it is up to date
  - Follow recommendations from National HQ regarding display of information on website so it is consistent across the organization
  - Upload current photos/images to keep the page fresh and relevant
- Work closely with the Marketing committee and the Events committee to ensure that relevant information is being distributed to the members in a timely fashion
- Ensure LPGA Amateurs Brand and Style Guidelines are adhered to in all communications

#### Requirements

- Although it's not required, the ideal Communications Coordinator would have experience working in public relations, communications, marketing, or a similar role.
- Willingness to use/learn Mailchimp (or similar tool), Golf Genius and website tools



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- Strong verbal, writing and editing skills.
- Ability to dedicate 5-10 hours per week (less during the winter, more during the busy spring/summer months)
- Understands and has a passion for the Austin Chapter's mission, vision, goals, and plans for the future