



Position

Director of Programming, First Tee – Aiken

Organization

First Tee – Aiken will create experiences that build character to empower kids through a lifetime of new challenges and continuous personal growth. By seamlessly integrating the game of golf with a life skills curriculum, First Tee – Aiken creates active learning experiences that build inner strength, self-confidence and resilience that kids can carry to everything they do. These character education programs are offered at golf courses, schools and youth centers throughout Aiken County.

Position Summary

The Director of Programming, reporting to the CEO, will provide oversight and direction to fulfill the organization's mission in Aiken County. Inspired by a genuine passion for empowering and helping youth succeed in life, s/he will work diligently to promote and expand the efforts of the organization.

Reporting to and collaborating with the CEO, the Director of Programming will oversee program design, implementation, evaluation of programs and curriculum, and support the overall strategic and operational plan for First Tee – Aiken. In accordance with the standards set by the CEO, the Director of Programming will coordinate the program coaches, volunteers, partnerships, events, data reporting, policies, procedures, and safety protocols.

The Director of Programming will represent the chapter to their community. S/he will embody the First Tee's strong commitment to its youth and will promote the organization throughout the community.

Key Criteria for success of the role include:

- Ensuring program effectiveness through evaluation of quantitative and qualitative program analytics
- Expand and scale First Tee's programming in additional high-priority, at risk neighborhoods
- Understand the importance of youth safety and fulfill safety protocols
- Desire for continuous professional and personal development
- Enjoy coaching kids, volunteers and adults in a fun, safe environment

Responsibilities

- Oversee all First Tee on-course and community programs. Top priority will be promoting diversity, retention and advancement at First Tee – Aiken and maximizing the number of certifying participants;
- Recruit and organize community partners within Aiken County, with particular focus on the partners surrounding chapter facilities/program locations to involve more underprivileged, underserved and minority youth
- Ensure top quality program delivery, leading instruction of First Tee classes and on-course playing opportunities, organize and manage volunteer recruitment, training and management. Possess or gain certification in First Tee life skills curriculum training;
- Manage all Salesforce database records. This includes but is not limited to: tracking certifying and community partnership participant numbers and demographic information, providing reporting for CEO/Board;
- Communicate with parents/participants via website, email, social media and phone calls;
- Work cohesively with the CEO to schedule programs and post online when registration is open;
- Effectively schedule coaches/volunteers to teach/lead classes that are appropriate for their skill set and teach/lead classes as needed;
- Collect and submit pictures, videos and descriptions of programming for posting on social media accounts;
- Uphold all Child Protection Policies, background checks, and training as set forth by First Tee HQ;
- Along with the CEO, assist with the operations of the chapter's Learning Center and Chalk Mine 9 facilities.

Qualifications

- Bachelor's degree in the area of sports administration, business management, education, recreation or related field;
- 2-3 years' experience managing a team of coaches/volunteers; preferably in a youth development setting;
- Demonstrate exceptional communication, fiscal management and managerial skills;
- Experience in identifying and managing program staff and volunteers;
- Charismatic, personable and motivational in working with youth and volunteers;
- Passionate youth development ambassador with experience promoting access and involvement in programs by youth participants, their families, volunteers, donors, donor prospects and allied partners;
- General knowledge of sports and enthusiasm for golf and prior direct experience with youth development programming preferred;

- Excellent, transparent, and inclusive communicator who follows through and follows up; ability to share thoughts and observations; and who consistently treats others equitably and with respect;
- Well-organized and energetic, lead-by-example doer, committed to personal excellence;
- Knowledgeable professional but also an avid and enthusiastic learner willing to ask questions and pursue professional development for self as well as staff and volunteers, fostering an active culture of philanthropic service and teamwork

To Apply

Please submit cover letter detailing your experience related to the Responsibilities & Qualifications, along with your resume to karltoncreech@firsttee.org

Closing date for this position is June 30, 2025. First Tee – Aiken has the right to accelerate or extend the closing date of this position at any time.

Salary Range and Job Type

Compensation will be commensurate with experience including base salary, bonus opportunity, and health insurance stipend.

\$38,000 - \$44,000 annually

Full Time, Exempt

Equal Employment Opportunity Statement

First Tee – Aiken is an equal opportunity employer, valuing diversity and inclusion. Our policy is to comply with all federal and/or state laws regarding equal employment opportunity as they relate to the employees and applicants for employment. Accordingly, personnel decisions are made without regard to race, creed, color, religion, national origin, age, sex, disability, marital status, sexual preference or veteran status.