Chapter Overview
First Tee – Virginia Blue Ridge is a chapter of First Tee, an international non-profit youth initiative created in 1997 by the World Golf Foundation to provide young people of all ethnic and economic backgrounds an opportunity to develop life-enhancing values such as honesty, integrity and sportsmanship through the lifelong game of golf. Youth participants are engaged in a combination of life skills, leadership and golf activities and are exposed to positive traits that will help them achieve success in life. In the process, participants become valuable assets to their community. The First Tee Life Skills Experience is the unique component that sets First Tee apart from many other successful junior golf programs and youth development programs through sport.

A group of community members founded First Tee - Virginia Blue Ridge in 2015 and the chapter officially incorporated in April 2016. The chapter serves the City of Charlottesville as well as Albemarle, Buckingham, Fluvanna, Greene, Louisa, Nelson, Culpeper and Orange counties. Since our inception in 2016, we have launched programs in 22 elementary schools, six Boys and Girls Clubs of Central Virginia, and at Birdwood Golf Course, Meadowcreek Golf Course and The Highlands Golf Park, teaching our Nine Core Values and Nine Healthy Habits to over 9,000 area youth each year.

Mission Statement
The mission statement of First Tee – Virginia Blue Ridge is to positively impact the lives of all young people by providing transformational, educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

Reporting Structure
The Program Director reports to the Executive Director. Additionally, he/she provides routine program updates to the Board of Directors and, as requested, to the First Tee home offices.

Supervision
The Program Director manages the Program Coordinator, all coaches, program volunteers, and community partnership coordinators.
Employment Status
Full time, Exempt

Job Summary
The Program Director provides strategy, vision and leadership to the program development and curriculum by planning, promoting and scheduling instruction in accordance with the First Tee Life Skills Experience. The Program Director is responsible for the supervision of daily program operations, course access, facility and fiscal management, policy implementation and safety of all programs operated by First Tee – Virginia Blue Ridge. He/she works collaboratively with the paid and volunteer staff of the chapter as well as the Board of Directors to advance the organization’s mission. He/she serves as an ambassador and steward of the organization at special events, fundraising activities, and other opportunities to represent First Tee - Virginia Blue Ridge to the general public.

Roles and Responsibilities

Coaching:
- Must be or become proficient in the TARGET program and the delivery of PLAYer, Par, Birdie and Eagle levels through the First Tee Coach Program
- Develop programs and implement The First Tee Life Skills Education as outlined in The First Tee guidelines
- Coach the First Tee Life Skills Experience and administer First Tee’s Certification process
- Make the game and experience fun for participants
- Provide a safe environment that adheres to U.S. Center for SafeSport requirements
- Conduct “On-Course” orientations for participants
- Recruit, hire, motivate and train potential candidates to expand coaching staff based on seasonality, expanded funding or site expansion opportunities
- Set goals and expectations with Program Coordinator and review progress throughout the year providing feedback for improved performance and developing staff retention and succession plans

Program Scheduling:
- Coordinate registration, schedules, transportation and lesson plans for clinics, trainings, and programs with other youth services organizations and schools
- Create and implement off-season and supplemental programs
- Satisfy equipment needs for the programs
- Maintain the quality of equipment and all instructional areas
- Provide club fitting and repair services
- Assist in the development/selection of training aids and materials
- Collaborate with golf industry and community leaders to identify expansion sites in the chapter’s service area with high demand for First Tee services
Management/ Administration:
- Accurately track participants’ information and progress through the First Tee Salesforce platform; maintain accurate records
- Develop retention and progression plan to move participants through the certification levels
- Develop, implement, and update program policies and procedures
- Assist in developing and adhering to the Program & Operating budget
- Utilize Salesforce reports to present program metrics, operations data, and pertinent program data to the Executive Director and Board, as well as the First Tee home office when requested
- Attend meetings and advise Program Committee
- Provide recognition and awards for participants
- Encourage Birdie level youth and higher to participate in network benefits and opportunities
- Have and/or develop skills in Salesforce to include the parent online registration portal
- Manage special events for parents/volunteers (i.e. Fall Appreciation banquet, family play days)

Volunteers:
- Develop a volunteer management system and coaching structure to ensure sufficient adult mentors and quality programming, including recruitment, training, recognition, and retention plans
- Develop written roles and responsibilities for volunteer positions
- Involve volunteers and golf professionals in the delivery of programs
- Recruit and train program staff to assist with and lead classes

Parents:
- Lead parent orientation programs
- Communicate with parents/participants through web site, email, and mail
- Provide opportunities to engage parents in their child’s learning
- Provide opportunities for participant family members to learn the game of golf

Community/ Network Outreach:
- Represent the Chapter to the community and aid in fundraising, marketing, public relations and communication efforts
- Assist in the creation of promotional brochures to increase awareness of the programs and facility
- Communicate with and submit documentation as required to the First Tee home office
- Network with other Chapter colleagues and exchange best practice ideas
- Develop partnerships with other area youth-serving organizations including Boys & Girls Clubs and International Neighbors, as well as after-school programs
- Develop transition opportunities for outreach programs including the First Tee School Program and First Tee Community Program
Program Affiliates:

- Identify and recruit strategic program affiliate sites/locations within Chapter service area
- Create and maintain relationships with program affiliate partners
- Assess, operate and maintain high quality programs and operations at each site
- Effectively utilize access to golf course and practice areas

Preferred Qualifications

- Bachelors Degree in the area of sports administration, business management, education, recreation or related field
- At least three years experience as a PGA of America or LPGA teaching professional preferred
- Prior experience with or knowledge of First Tee a plus
- Demonstrate exceptional communication, fiscal management and managerial skills
- Prior experience working with Customer Relationship Management software (Salesforce or other), online registration systems, and stakeholder data
- Adhere to the standards of conduct and involvement established by the PGA/LPGA
- Experience in identifying and managing program staff and volunteers
- Charismatic, personable, and motivational in working with youth and volunteers
- Able to travel to attend Academies, Coach Trainings, Regional and Network Meetings
- Ability to use personal vehicle to travel throughout our service area in Central Virginia (according to the chapter’s mileage reimbursement policy)
- Familiarity with the area and the communities we serve a plus

Additional Criteria

The individual must successfully complete a pre-employment Criminal Background Check and adhere to the chapter’s compliance policies and procedures concerning conflicts of interest and other related matters.

Position Location

The position is based at First Tee – Virginia Blue Ridge’s main administrative office located in the Boar’s Head complex in Charlottesville, VA.

Compensation

$47,000 - $52,000 based on experience and qualifications.

Please submit your resume, cover letter and other relevant information to Executive Director Greer Johnson at greerjohnson@thefirstteevbr.org. No phone calls please.