



# Korn Ferry Tour HBCU Associate Program

## PGA Tour

When most people think of the PGA TOUR, they envision famous golfers, exciting tournaments, and the TOUR's generous support of more than 3,000 charities. We are all of these things, but there's much more to the PGA TOUR than meets the eye.

Behind the TOUR's international reputation for sports excellence and philanthropic leadership is a dedicated team of business, sports management and entertainment professionals working together to support our players and advance our mission.

Headquartered in Ponte Vedra Beach, Fla., we're a dynamic group of individuals with diverse talents who share a deep respect for the sport of golf and the positive impact it has in communities across the United States and internationally.

If your goals include being part of an exciting team that emphasizes professional development and the personal satisfaction of contributing to important causes, we encourage you to explore the many advantages and benefits of a career with the TOUR.

*The Best Players Need the Best People.*

The KFT HBCU (Historically Black Colleges and Universities) Associate Program is a comprehensive program designed to cultivate and develop graduating seniors/entry-level business executives [from Historically Black Colleges & Universities] skills in the sports industry, specifically for all business units of golf. This position will serve as support and an extension of each department within the Korn Ferry Tour where tasks and responsibilities will be based on the needs of each department. If you are a graduating senior or looking to gain meaningful experience in sports, this program will provide exceptional insight into the world of golf through work projects, tournaments, and networking.

## Qualifications

- Graduate from a Historically Black College and University
- Bachelor's degree in Business management, Marketing, Communications, Sports Administration, or related field
- Experience in the design and/or creation of sponsorship/executive presentations
- Proficient with MS Office Suite of services
- Strong writing, proofreading and communication skills
- Attention to detail and client service skills required
- Ability to safely operate a utility vehicle such as, but not limited to, golf carts, utility carts and shuttle carts
- Eligible to work in the United States
- Ability to Travel

## **Responsibilities**

### Tournament Operations

- Assist in the training and coordination of volunteers
- On-site facility set up and maintenance

### Competitions

- Assist with the administrative and operational side of conducting a professional golf tournament competition

### Tournament Business and Sponsor Relations

- Work directly with Korn Ferry Tour leadership on tournament and sponsor benchmarking, financial tracking, new market development, collection of best practices and other various department initiatives
- Participate in and track progress on tournament business calls, including monthly sales calls.
- Proactively develop strong relationships with tournament leadership

### Communications and Digital Content

- Craft press releases and notes for media
- Develop Korn Ferry Tour Catalyst bios
- Identify and brainstorm storytelling opportunities around players and tournaments

### Business Development and Sales

- Assist in the oversight of the tracking of sales efforts at each tournament and provide monthly updates to PGA TOUR management, allowing for proactive management of the revenue aspect of the business
- Collaborate with the PGA TOUR Sales Support team to identify and implement all relevant best practices from the other tours
- Transcribe meeting notes on sales calls
- Take part in developing a strategic sales business plan for each tournament outlining goals and objectives, sales staff evaluation, products, renewal plans, prospecting, reporting, implementation of a CRM (Customer Relationship Management), etc. to ensure financial stability

### Player Relations

- Manage relationships with players/agents
- Work with the Rules Staff to complete the Player Advance Sheet by Thursday of advance sheet each week
- Monitor and update PGA TOUR Player Links Pages
- Assist with Player Advisory Council duties
- Special projects or other duties as assigned

## **Our Benefits May Include**

- Medical, Dental and Vision
- Life and Disability insurance
- Paid time off and paid holidays
- 401(k) plus employer match and contribution

- Health Savings Account/Medical and Dependent Care Flexible Spending Accounts
- Wellness Program
- Membership to TPC Sawgrass

#### **COVID-19 Vaccination Protocol**

- We require employees to either provide proof of full vaccination or to comply with mandatory safety protocols for unvaccinated employees.