



# Tournament Manager – Major Golf Tournament

**SALARY RANGE (2017):** \$50,000–\$74,000<sup>i</sup>

As the tournament manager, I oversee and manage all aspects of my golf tournament including scheduling, contracting, budgeting, promotion and administration. This role has a huge scope because I own everything from generating revenue from ticket sales and sponsorships to managing suppliers, volunteers and golf course operations. My job may peak for one week of the year, but it takes enormous focus and discipline for the other 51 weeks to deliver.

**The Tip:** Being a professional in sport & recreation requires being passionate about the game and the business. It is the combination that will make you unique.

## PRIORITY KNOWLEDGE AND SKILLS:

Job-Specific	Core Transferable
<ul style="list-style-type: none"> <li>• Financial management</li> <li>• Human resource/volunteer management</li> <li>• Project management</li> <li>• Scheduling</li> <li>• Consumer insights</li> <li>• Revenue generation</li> <li>• Sales &amp; distribution management</li> <li>• Marketing communication</li> <li>• Public relations</li> <li>• Promotions &amp; sponsorship</li> <li>• Event &amp; experiential marketing</li> <li>• Market analysis</li> <li>• Branding &amp; positioning</li> <li>• Content marketing</li> <li>• Contextual knowledge of sport</li> </ul>	<p>Be an expert at all core transferable skills:</p> <ul style="list-style-type: none"> <li>• Thinking skills</li> <li>• Communication skills</li> <li>• Organizational skills</li> <li>• Interpersonal skills</li> <li>• Technical literacy</li> </ul>

## BUILDING BLOCK EXPERIENCES:

<p><b>Education &amp; Learning:</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Health and Physical Education (Sport &amp; Recreation Management).</li> <li>• Completed event marketing diploma at local college</li> <li>• Class “A” Member of the Professional Golf Association (PGA) of Canada:               <ul style="list-style-type: none"> <li>✓ Passed the Class “A” Playing Ability Test</li> <li>✓ Passed the level II RCGA Rules of Golf Test</li> <li>✓ Completed the PGA Equipment Fitting Workshop</li> <li>✓ Completed National Coaching Certification Program (NCCP)</li> </ul> </li> </ul>	<p>Professional golf is super competitive (both on and off the course). To maintain a competitive advantage, I needed training that spanned sport &amp; recreation, but also business. Securing my PGA of Canada credential not only gave me legitimacy in the industry but also taught me perseverance and discipline. For this reason, learning is core to my life every day.</p>
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<ul style="list-style-type: none"> <li>✓ Completed PGA Core Competency Modules</li> <li>• Follow <a href="#">Mike Weinberg</a>'s Sales Simplified sales training</li> </ul>	
<p><b>Employment Experiences:</b></p> <ul style="list-style-type: none"> <li>• Worked at local golf club since I was a teenager</li> <li>• Co-op internship for the Canadian Open</li> <li>• Hired full-time as an assistant golf professional at a local golf course following graduation. Qualified for Class "A" PGA status with 3,000 hours of work experience.</li> <li>• Took a sponsorship sales role for the Mackenzie PGA Tour (Canada)</li> <li>• Became tournament director of a major tournament on the Mackenzie PGA Tour</li> </ul>	<p>In professional golf, performance creates opportunities. Out of university, as an assistant golf professional, I focused on revenue generation through innovative programming and activities. In this role, I learned to balance tradition and innovation. Finding this balance was critical to advancing my career in golf.</p>
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• Chaired the capital campaign to build a new indoor golf training facility in my city</li> </ul>	<p>I am passionate about golf and I am an exceptional sales person. I leveraged these two assets to lead a capital fundraising campaign for a new golf facility. I made a difference and I learned so much. This made me a better professional.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• Three-year member of the junior provincial golf team</li> <li>• Competed at the PGA Canada Qualifying School three times</li> </ul>	<p>I couldn't do what I do without being immersed in competitive golf from a young age. These experiences anchored my work ethic and taught me resiliency.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• Had professional mentor in first professional golf job out of university</li> <li>• Client networks</li> <li>• Personal relationships</li> </ul>	<p>Success in professional golf is about building strong relationships and networks. This is done by recognizing all relationships must be win-win. Being in golf can involve long hours (early mornings and late nights) so I needed to have strong personal relationships.</p>

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<sup>i</sup> Refer to: [http://www.payscale.com/research/CA/Job=Event\\_Manager/Salary](http://www.payscale.com/research/CA/Job=Event_Manager/Salary)