



**JOB TITLE:** TaylorMade Demo Event Associate Technician

**DEPARTMENT:** Experiential

**Position Summary:**

Associate Demo Technician assist with Experiential Representative and Lead Technician with consumer-facing sales at TaylorMade demonstration and promotional events at green grass facilities, driving ranges and off-course specialty shops. The Associate Technician is responsible for promoting the brand and ensures the visibility and quality of TaylorMade equipment and products, while providing all other related services to satisfy customer requirements and requests.

**Essential Functions and Key Responsibilities:**

- Works for the Experiential Representative as a Demonstration Tech on an as needed basis
- Ability to execute a TaylorMade demo or fitting event start to finish
- Promotes the sale of TaylorMade golf equipment to potential customers at consumer-facing events.
- Maintain a high level of product knowledge to assist customers by being able to recommend the correct

TaylorMade product to enhance player performance.

- Performs other responsibilities as required.

**Knowledge and Skills Requirements:**

- Must have a strong and sincere passion for the TaylorMade brands and products
- Must represent the brand in a positive manner and appearance
- Friendly, outgoing and enthusiastic: high comfort level engaging with customers
- Must have experience with custom fitting golf clubs
- Must be empathetic and respectful to both customer and consumer needs
- Strong level of written and verbal communication skills. Use of professional language and good judgment when interacting with customers regarding comparison of various product brands
- Ability to operate computer equipment
- Ability to work evenings, weekends, and holidays

**Education, Training, Professional Certification and Work Experience:**

- Minimum of 2 years golf-related Custom Fitting/Sales experience.
- Golf industry, retail experience

**Work Environment / Physical Requirements:**

- Flexibility in days and hours available for scheduled work (daily rate position); including evenings, weekends, and holidays when required.
- Must possess a valid driver's license and valid automobile insurance.
- Must be able to lift and move heavy objects up to 50 pounds.

The above description is intended to show in general terms, the responsibilities for which the position exists and the type, level and work which must be satisfactorily performed to be successful in the position. However, this description is not intended to be an all-inclusive listing of work requirements, nor an all-inclusive list of skills and abilities required to do the job. While this is intended to be an accurate reflection of the current position, management reserves the right to add, modify, change, or rescind the duties, responsibilities and activities or to make reasonable accommodations so that

qualified employees can perform the essential functions at any time with or without notice. Nothing in this job description changes the at-will relationship between the Company and its employees.