

# RECRUITMENT PACK



DIGITAL COMMUNICATIONS LEAD

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Thanks for your interest in joining us here at Tennis Cymru / Tennis Wales. We're the Governing Body for tennis & padel here in Wales, with a vision of tennis opened up across Wales. Our mission is to transform Welsh communities through tennis.

The growth of our game in recent years has been incredible and a real testament to our colleagues and fantastic Welsh tennis community. We're excited about the future and are looking to recruit an enthusiastic and creative Digital Communications Lead to join our team. You can read more about Tennis Wales and the role within this pack. Should you have any questions we will be happy to discuss further with you. Best of luck with your application and thank you for your interest and time.

## About Tennis Wales

Tennis Wales is the Governing Body of tennis and padel in Wales. Our vision is tennis opened up across Wales, and we aim to transform Welsh communities through tennis in our 2024 to 2026 strategy.

In partnership with our sponsors, the Lawn Tennis Association (LTA) and Sport Wales, we work collaboratively to make tennis relevant, accessible, welcoming & enjoyable.

About tennis in Wales;

- 176k adults playing tennis at least once each year
- 36k children playing tennis weekly in Wales
- 200 accredited coaches & officials working in the sport
- 1,100 tennis courts, right across Wales
- 500+ volunteers supporting the game

Each year our registered members elect a Board of Directors which has responsibility for running the sport in Wales on their behalf, with the day-to-day running of the sport to our executive. We're based in Cardiff however our team cover all of Wales, working with our network of partners where needed.

Check out our Board & team here at [Tennis Wales](#).



# Working at Tennis Wales

## Fantastic Benefits:

- Flexible working here in Cardiff and remotely
- Work place pension
- Private healthcare through Vitality
- Employee Assistance Programme
- Access to tickets at major tennis events in Britain
- 25 days annual leave pro rata, plus additional privilege days



## Exciting Offices at The Maltings:

- Open plan offices close to Cardiff City Centre
- Free on site gym membership (subject to small induction fee)
- Discount ION Gym onsite
- Free tea & coffee and access to kitchen
- Discount at Kin and Ilk onsite cafe
- Social events calendar
- Free car parking



# The Role

## Digital Communications Lead

**Responsible to** Chief Executive Officer

**Location** Cardiff with ability to travel across Wales where required

**Salary** £24,000 - £28,000 per annum with great benefits, pension & private healthcare

**Salary Hours** Full time

## ABOUT THE ROLE

The Digital Communications Lead coordinates all our digital communications to showcase how we are transforming Welsh communities through tennis in Wales by maximising our social media platforms, e-newsletters, and website. Working closely with colleagues within Tennis Wales, this creative role oversees and coordinates the way our organisation and sport looks and feels online, by developing fresh and engaging content, working with partners, and supporting all parts of our strategy from investment, engagement, growth, performance, diversity and leadership.

This role involves creating and coordinating communications internally at Tennis Wales, and sharing externally with our partners at the LTA (Lawn Tennis Association) and Sport Wales, our sponsors and our wider tennis & padel community, ensuring we communicate efficiently, and innovatively with clear reporting in place.



# Key Roles and Responsibilities

- Work with the CEO, Leadership Team, and Board members to create and deliver an overarching annual communications plan for the organisation, focusing on key messaging and objectives to deliver our strategy, along with reporting metrics and clear outputs in place.
- Enhance our social media accounts, by drafting and creating content based on the wider communication plan set within monthly calendars. The digital content (including paid promotions) is not limited to our current platforms Facebook, Twitter, LinkedIn and Instagram, and will also involve responding to posts and queries to maximise our reach to both existing and new audiences to deliver a great customer service experience.
- Create and deliver innovative and authentic content (videography, photography, graphics, case studies) that will appeal to different audiences and regions of Wales as required for targeted approaches, and using your experience, strive to maximise the content produced by reformatting and repurposing. We already have a Canva Pro and Adobe Express subscription, and we're open to software recommendations by the successful candidate.
- Create regular e-communications for our tennis and padel community to communicate key messages, opportunities, funding schemes, case studies and successes through Mailchimp and Salesforce.
- Manage the Tennis Wales website and work with colleagues across the organisation (including the LTA who host the website) ensuring content is accessible, relevant, and informative.
- Work directly with our funding partners and sponsors to communicate activation offers, promotions and marketing materials to our tennis and padel community in Wales as agreed in our funding and sponsor agreements each year.
- Coordinate our Salesforce CRM (Customer Relationship Management) system with the LTA in London, aiming to personalise LTA Advantage communications to players, fans & followers in Wales as part of their LTA membership throughout the year.
- Coordinate with LTA departments in London to communicate the roll out of LTA programmes, initiatives and campaigns to promote the joint Tennis Wales / LTA working partnership, ensuring that all work delivered in Wales is compliant with the Welsh Language Act and our brand guidelines.
- Arrange and attend monthly visits to Tennis Wales activities such as competitions, events, facility launches or announcements to provide on-site support and digital communications to showcase our work to transform tennis across Welsh communities.
- Support with the development of our existing Tennis Wales brand to become widely recognisable in Wales and maximise the opportunity to utilise Welsh language and culture in our digital communications.
- Provide training, support and advice to colleagues within the Tennis Wales, as well as volunteers, coaches and officials in our community to improve their own digital communications in the sport.

# Person Specification

**Essential:** At least two years' experience in a paid role, or transferable personal experience of digital communications.

**Essential:** Digital marketing experience, utilising CRM systems such as Salesforce and using e-mail marketing software such as Mailchimp

**Essential:** Previous experience developing annual communication plans and campaigns, while managing budgets and deadlines.

**Essential:** Great personal communication skills, with the ability to work as part of a team, collaborate, share ideas, and engage with people inside and outside of the organisation

**Essential:** Knowledge managing social media accounts, including social media marketing campaigns

**Desirable:** Fluent Welsh speaker & knowledge of the Welsh Language Act 1993

**Essential:** Experience of gathering and interpreting insights to frequently report on content delivered, and to be able to inform the leadership team of new ideas and campaigns based on data and audience analysis

**Essential:** Knowledge of how to create an annual communications plan for the organisation with associated metrics and reporting

**Desirable:** Knowledge of the sporting sector, working with both paid staff and volunteers and how to tailor your approach for each demographic.



# How to apply?

Please attach a copy of your CV and a covering letter to the **application platform** explaining how you meet the criteria for selection and why you wish to join Tennis Wales.

Tennis Wales is an equal opportunity employer and is committed to delivering its Equality Policies. We positively encourage and welcome applications from people of all communities. We ask that you complete our online Diversity Monitoring Form.

The deadline for applications is **31st May 2024**.

Interview dates for shortlisted candidates will be agreed on an individual basis.

Please note that the successful applicant will be required to complete a Criminal Record Disclosure Form.

