

Digital Content Partner

Responsible to	Head of Operations
Location	Tennis Scotland, Airthrey Castle, Hermitage Road, Stirling, FK9 4LA
Salary	COMPETITIVE (plus benefits)

About the role

Tennis Scotland is the Governing Body of tennis in Scotland. Our vision is “Tennis opened up to deliver The Legacy in Scotland” and our mission and strategy is aligned with the LTA and focussed on growing the sport by making it relevant, accessible, welcoming and enjoyable. Our plans see; more people playing across clubs and pay as you go facilities; more quality facilities and world class workforce development and coaching; an all year round sport in our communities with tennis accessible to anyone from any background; more Scottish players succeeding at the very top of the game in juniors and on the ATP and WTA tours and see a range of events and competitions to showcase tennis and increase its visibility in Scotland. Tennis Scotland is an ambitious confident organisation engaging with everyone involved in tennis to create investment and growth to ensure a sustainable and healthy future for Scottish tennis.

The Operations team is responsible for growing and developing resources to deliver an effective organisation. The Digital Content Partner plays a vital role in supporting the MarComms Manager with delivering the communications strategy across the organisation. The Digital Content Partner will also assist with growing the size of the Tennis Scotland fan base, working with the LTA, and improving fan and workforce engagement through increasingly personalised messaging. The Digital Content Partner will be supporting Marcomms Manager working across all departments to deliver the organisations key strategic objectives to open tennis up across Scotland.

Key Accountabilities

- Support the day-to-day content of the Tennis Scotland website and social media channels in line with brand guidelines and strategic objectives, ensuring that content is maintained, updated and is engaging to appeal to a broad audience
- Work with the PR Agency in developing and executing effective digital and social media campaigns
- Creative development of campaigns from conception through to implementation and delivery
- Develop the Tennis Scotland brand to become widely recognisable in Scotland and the wider community, ensuring all marketing & promotion is in line with brand guidelines
- Support at large Tennis Scotland events such as tournaments, competitions, awards ceremonies and activity linked to our vision to ensure that the marketing & communication aspects are delivered with excellence
- Support the activation of key sponsors and partners
- Undertake additional duties as allocated from time to time by the Head of Operations

Person Specification

Previous Experience of:

Previous experience working in a PR, media or communications environment	Essential
Previous experience of working effectively and collaboratively with a range of internal and external stakeholders	Essential
Demonstrable experience of creating engaging digital content, e.g. digital copy, press releases, e-communications, video, blogs, social media, images & infographics	Essential
Creative and innovative, with the ability to bring to life insights, topics and trends, and produce engaging images and story-telling	Essential
Demonstrate exceptional personal communications skills with proven ability to build and maintain effective relationships and influence	Essential
Previous experience of working across multi-functional teams to deliver projects to deadline	Essential
Passionate about the role of marketing in engaging audiences	Essential
Demonstrable track record of working in teams delivering distinctive campaigns / events	Desirable

Knowledge, Training & Qualifications:

Excellent IT skills, especially use of Word, image editing software, website content management, ideally WordPress or equivalent platform.	Essential
Excellent written & verbal communication skills	Essential
Educated to degree level, or able to demonstrate an equivalent level of operational understanding	Essential

Personal Attributes

Teamwork	<ul style="list-style-type: none"> • A great communicator both internally & externally • Always prepared to work collaboratively • Works well as part of a national team, working remotely across large areas • Good at sharing best practice ideas across a wide range of partners
Inclusion	<ul style="list-style-type: none"> • Works openly & honestly in the interest of the team • Will always suggest improvements to ways of working • Will be comfortable challenging groups or individuals to ensure high levels of work • Treats others as you wish to be treated
Ambition	<ul style="list-style-type: none"> • Committed to growing the sport of tennis and padel • Hard working & driven to succeed and achieve our mission • Passionate about developing opportunities
Excellence	<ul style="list-style-type: none"> • Always aims to achieve the best possible outcome • Develops plans based on best practise and previous experience • Seeks support from colleagues to improve outcomes • Will be happy to take the more challenging route if it results in higher quality outputs