

## Marcomms Manager

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

### 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 Marcomms Manager will contribute to the overall marketing and communications strategy. The position requires a creative individual with a flair for engaging a diverse audience through new and traditional platforms, supporting Tennis Scotland and our members. The Marcomms Manager will be delivering an optimised digital customer experience and it is essential to ensure that our audience strategies are conveyed meaningfully across our public-facing platforms, taking a strategic approach to joined-up customer journeys that provide the right experiences for audiences, and the right outcomes for the business. The Marcomms Manager will also be responsible for growing the size of the Tennis Scotland fan base, working with the LTA, and improving fan and workforce engagement through increasingly personalised messaging.

### Key Accountabilities

- Manage the day-to-day implementation of the long-term Communications Strategy, with PR agency
- Input into weekly and monthly planning and update meetings
- Work closely with the CEO and HOO re communications
- Collaborate with the wider team on the content management of the Tennis Scotland website and social media channels in line with brand guidelines and strategic objectives
- Significantly increase the profile of Tennis in Scotland
- Develop and execute effective digital and social media campaigns with PR agency
- Support and manage media and PR with PR agency
- Support the activation of key sponsors and partners
- Manage the production and distribution of all marketing and communications material across all departments
- Managing the development of Brand via Loop and Website via Levelone Creation
- Provide first-class copy for a variety of uses including speeches, articles, briefing documents, newsletters and online content

- Build strong relationships with colleagues and key external contacts and communicate confidently the vision of the Tennis Scotland and partners LTA and **sportscotland** both proactively and reactively
- Attend and coordinate 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
- Undertake additional duties as allocated from time to time by the Head of Operations

## Person Specification

### Previous Experience of:

Experience of creating engaging digital content, e.g. digital copy, press releases, e-communications, video, blogs, social media, images & infographics	Essential
Minimum of 4 years experience working within PR, media or communications environment	Essential
In-depth knowledge of digital development methodologies and processes with credible experience at management level	Essential
Demonstrable track record of working in teams delivering distinctive campaigns / events	Essential
Working effectively and collaboratively with a range of internal and external stakeholders	Essential
Delivering comprehensive website optimisation strategies for commercial success	Essential
Creative leadership, with the ability to proactively source and deliver effective and engaging content across different platforms and to a range of diverse audiences	Essential
Extensive experience in developing and delivering audience strategies that meet the needs of a complex business whilst delivering excellent customer experiences to a diverse range of audiences	Essential
Experience of developing and leading data and email strategies	Essential
Substantial experience of managing and delivering complex projects to budget and timescale	Essential
Solid experience of working in partnership with agencies/third party service providers	Essential
Previous experience of working across multi-functional teams to deliver projects to deadline	Essential
Demonstrating exceptional personal communications skills with proven ability to build and maintain effective relationships and influence	Desirable
Working collaboratively in order to design great user experiences, working with multi-disciplinary teams to ensure success	Desirable

### Knowledge, Training & Qualifications:

Fully proficient in Google Analytics, and other digital analytical packages to equip the business with data to make sound decisions. Experience of managing tagging and tracking across a number of domains would be highly advantageous.	Essential
Excellent IT skills, especially use of Word, image editing software, website content management, ideally WordPress or equivalent platform.	Essential
Educated to degree level, or able to demonstrate an equivalent level of operational understanding	Essential
Possess an understanding of sports organisations & participants or equivalent industry e.g. entertainment, education	Desirable

## Personal Attributes

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