



DIGITAL & CUSTOMER ENGAGEMENT MANAGER

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 and CE Manager plays a vital role in 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 Digital & CE 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. The Digital & CE Manager will be supporting the Head of Operations working across all departments to deliver the organisations key strategic objectives to open tennis up across Scotland.

This role will require significant experience in: Digital Marketing, Customer Engagement, IT skills, especially use of image and video editing software, Excel, Access, CRM and other project management tools. The role will also be required to work closely with the LTA Digital and CE teams, particularly in relation to joining up in respect of UK wide digital and fan engagement strategy delivery.

Key Accountabilities

- Manage the day to day implementation of the long-term Digital Strategy product roadmap, with strong input into weekly and monthly planning and update meetings
- Provide expertise on website information architecture, testing and UX to ensure that all aspects of the website are providing excellent user experiences and better conversion rates to core products
- Skilled in lead generation, online visibility, online brand positioning and online reputation management



- Work with the LTA and appropriate Tennis Scotland Consultants in Digital and Media/Public Relations to carry out required technology upgrades and improvements, playing a consultative role on new builds and innovations to further the delivery of the Tennis Scotland strategy
- Lead the development of a suitable test plan to garner feedback and insights on the digital products during the development process and prior to and post MVP release
- Support the subsequent backlog prioritisation, planning and related testing and delivery (*of what of appropriate technologies
- Quality control (via Show & Tell) the development of the digital products from a user experience and stakeholder perspective and Manage Google Analytics account to provide regular web analytical reporting to support the on-going review and optimisation of the web platform and to inform key project development Support the business in the development of a strategic customer engagement plan solution that will drive customer engagement
- Work with the LTA to support the ongoing management British Tennis Membership (Scotland) and the development of our future fan and member offer into a true loyalty scheme that attracts, engages and rewards our most highly valued fans and customers
- Work across the business to improve the understanding of our data and the insight it delivers to allow us to continually enhance our product portfolio. In addition to raise awareness of the importance of our data ensuring it informs key decision making
- Be an expert on the tennis customer and provide regular insight to the Head of Operations and wider business that assists in the planning and development of campaigns and products, developing a best in class email marketing approach
- Lead on the delivery of the Customer Engagement project to set milestones and a specific budget allocation
- Monitor effective benchmarks for measuring the impact of website campaigns, and analyse, review and report on effectiveness in an effort to maximise results
- Recognise the need for insight generation as and when required
- Use analytical evaluation to support product development
- Identify, and report on, agreed digital KPIs using appropriate digital measurement tools and platforms, as well as qualitative research findings, to ensure customer experiences are consistently optimised and developed in line with insight
- Implement test and learn approach to digital delivery
- 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
- Work collaboratively across Customer Engagement, Marketing and Technology to ensure that our digital products are delivering value and utility for all our customers
- Act as the lead for all marketing and advertising campaigns and activities in line with business objectives working with Tennis Scotland PR Agency
- Establish and maintain a sound knowledge of factors affecting the playing of the game
- Undertake additional duties as allocated from time to time by the Head of Operations

Person Specification

Previous Experience of:

In-depth knowledge of digital development methodologies and processes with credible experience at management level	Essential
Product management for mass-consumer digital products	Essential
Managing complex initiatives end to end, from discovery, strategy through to definition, operational delivery, testing and optimisation	Essential
Managing external agencies	Essential
Working effectively and collaboratively with a range of internal and external stakeholders	Essential
Delivering comprehensive website optimisation strategies for commercial success, with the ability to intelligently gather and interpret data in order to help the business make smart decisions that achieve business objectives and meet user needs	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

Managing high profile and business critical digital platforms to improve outcomes for business owners and users	Highly Desirable
Influencing and negotiating to ensure the right decisions are taken relating to technology and customer experience, along with the ability to persuade and win the support and engagement of others	Desirable
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
Test and learn approach to optimise delivery and improve customer experience	Desirable
Demonstrable experience of playing a core role in a highly successful marketing department	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

Knowledge, Training & Qualifications:

Highly qualified in the use of CMS systems, associated workflow and devolved editorial workforces. Experience with Episerver is critical.	Essential
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
Agile experience in managing product backlog and prioritising decisions to meet product objectives	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"> • 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
<i>Values</i>	<ul style="list-style-type: none"> • Works openly & honestly in the interest of the team and outcomes • 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
<i>Ambitious</i>	<ul style="list-style-type: none"> • Committed to growing the sport of tennis • Hard working & driven to succeed and achieve our mission • Passionate about developing opportunities
<i>Excellence</i>	<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