

## Tennis Champion Role Description

### Tennis Champion

*To act as an ambassador for tennis at a venue or event – changing perceptions, raising awareness and enriching people's lives through tennis.*

#### Main duties

- Increasing awareness of opportunities to play or events through social media promotion
- Writing and publishing website content
- Designing posters and publicity material
- Putting up posters/handing out flyers
- Hosting a stand at public events
- Contacting local media for publicity
- Making films to champion playing tennis
- Understand the LTA [social media guidelines](#)

#### Skills and traits

- Passionate and enthusiastic
- Love tennis
- Good communication and writing skills
- IT literature
- Knowledge of website publishing for digital roles
- Good understanding of marketing, design and social media.

#### Key Relationships

- Venue Manager or community tennis officer
- Venue marketing or communications officers.

#### Time commitment

- Dependent upon whether this is undertaken as a regular or one-off event role and can be contained to a couple of hours or longer.

#### Criminal records check

- Only if they have direct contact with children and/or adults at risk.