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| Job Title           | Marketing & Promotions Coordinator |
| Reports To          | Executive Director                 |
| Work Schedule/Hours | Monday-Friday, 8:00am-5:00pm       |
| FLSA Status         | Non-Exempt                         |
| Job Type            | Full Time                          |
| Supervisor To       | Marketing Intern                   |

#### Overview:

The primary focus of this position is to coordinate the marketing and promotion of all USTA leagues, programs, and events for the state of Tennessee.

#### Objectives:

- Coordinate all aspects of marketing and promotion for USTA TN programs and events.
- Develop and execute an overall strategic marketing plan for the growth for membership and programming in the state of Tennessee.
- Become a liaison and resource for CTAs, facilities, tennis professionals, and communities statewide to promote and grow local programming and events.
- Oversee the USTA TN marketing budget.

#### Summary of Responsibilities:

- Work with USTA TN staff to plan and develop cross-program promotions for both adults and juniors.
- Oversee the website management and content creation for the organization.
- Design and coordinate all digital marketing, social media, contact databases, and USTA TN promotional materials.
- Track analytics for marketing platforms and ensure activity levels are aligned with state dashboard goals.
- Create and coordinate public relations activities on behalf of the organization including news and press releases, media alerts, and newsletters.
- Design and purchase all branding, signage and promotional materials used at various USTA TN events.
- Facilitate and manage fundraising, sponsorship, and potential donor opportunities for the organization.
- Serve as the staff liaison for the Marketing Committee.
- Communicate with Marketing Committee chairperson and committee members to ensure committee agenda and goals are being achieved effectively.
- Cultivate relationships with volunteers who can assist at USTA TN events, and maintain a database of volunteer contacts.
- Timely prepare and submit grant accountability reports for marketing grant funds received by USTA TN.
- Network with other sectional marketing staff regarding different marketing efforts which are successful in their respective areas.
- Assist Executive Director in marketing research, analysis, reporting, and surveying.
- Submit updated goals and activity reports to USTA TN Executive Director as requested.

- Assist, support and attend selected USTA TN events and tournaments.
- Assist in planning, organization, and execution of the USTA TN Annual Meeting.
- Manage and oversee Marketing Intern and ensure s/he is aligned with department goals and is carrying out his/her job role effectively and efficiently.
- Provide feedback on Marketing Intern's performance to university sponsor/professor on an as-needed basis and as part of final internship reviews.
- Maintain open and regular communication with USTA TN Executive Director.
- Work in a cooperative manner with all community, state, sectional, and national staff as well as volunteers.
- Perform other duties as assigned by Executive Director.

#### Competencies:

- Excellent oral and written communication skills
- Highly-motivated, organized, enthusiastic, and passionate about growing tennis
- Exemplary customer service skills
- Presentation skills, particularly to providers, facilities, and the press.
- Ability to think creatively and innovate outside the box
- Ability to balance day-to-day, operational tasks with long-term, big picture goals
- Strong administrative and organizational skills
- Advanced computer skills with MS Outlook, Word, Excel, Access, Power Point, and Publisher
- Team player mentality; ability to work well with others

#### Required Education and Experience:

- Bachelor degree in Marketing, PR, or relevant field of study
- Familiarity with website design and content management
- Experience with Adobe Creative Suite & InDesign
- Experience with various digital marketing & social platforms and content creation

#### Preferred Education and Experience:

- Facility with photography/videography and video editing software.
- Thorough understanding of USTA Programming highly recommended
- Event management experience (tournaments, leagues, play days)

#### Work Environment and Expected Hours of Work

- Typical schedule spans Monday through Friday, 8:00 am to 5:00 pm, but will require hours outside of the core business hours.
- This position operates in an office setting, but will also include off-site work assisting with tournaments & events and attending conferences & workshops.

Please note that this position description is not intended to contain a comprehensive listing of duties and responsibilities required of the employee for this job. USTA TN reserves the right to change or assign other duties to the position at any time

Please send a resume and cover letter to Kim Wilson at [TNOOffice@ustatn.com](mailto:TNOOffice@ustatn.com) no later than Tuesday, May 15<sup>th</sup>.