

## **USTA SOUTHWEST SECTION POSITION DESCRIPTION**

**Position Title:** Executive Director  
**Dept:** Executive  
**Reports To:** SWS President & Executive Committee

### **PURPOSE OF POSITION:**

The Executive Director serves as Chief Operating Officer (COO) of the USTA Southwest Section and is responsible for the following: implementing the SWS Strategic Plan; carrying out the directives of the USTA SWS Board of Directors; maintaining consistent communication with the SWS President; managing the day-to-day operations and financials of the Section and focusing on promoting and growing the game of tennis. The Executive Director will work to provide services and develop revenue resources to effectively manage recreational and competitive programs within the section. The Executive Director/Chief Operating Officer (COO) provides direction, support and supervision for USTA/SWS staff in order to execute the policies established by the Board of Directors. The ultimate objective of the Executive Director is to promote the USTA and USTA Southwest Section with the long-term goals of increasing tennis participation and USTA memberships, while enhancing the image and awareness of USTA SWS programs and building a sustainable partnership between the association and the constituency it serves. The Executive Director / COO reports directly to the President and Chair of the Board.

### **MAJOR DUTIES:**

Guide the USTA SWS to new levels of operating success, visibility and prominence pursuant to the Section's Strategic Plan. Serve as a community advocate, spokesperson, and Ambassador for the Section

Manage the day-to-day operational programs, policies, and procedures of the SWS and the functioning of the office, and be directly responsible for executing all Board decisions in a timely manner.

Manage all aspects of the hiring and discharge of employees and employment contract processes. Manage the day-to-day activities of the staff and motivate the staff to achieve their highest potential. Maintain employee records and approve vacation and special requests. Provide training, supervision, support and leadership for in house and field staff; conduct regular staff meetings and annual performance reviews. Lead staff in annual goal setting and review.

Provide leadership in marketing and developing resources, including work with the Southwest Tennis Foundation

Nurture and develop community partnerships

Work closely with volunteers, and provide leadership in recruiting and retaining volunteers

Oversee development of the annual Section budget by the staff and committee chairs with the direction of the treasurer and budget committee, and coordinate the final approval and administration of the budget with board of directors. Prepare financial reports for the treasurer, president, audit committee, auditors, and Board of Directors as requested.

Carry out the operational responsibilities of financial management and controls of the SWS. Supervise accounting procedures, sign checks and quarterly tax reports, reconcile bank accounts regularly under review of the treasurer and ensure that all funds, physical assets and other property of the Section are appropriately safeguarded and administered.

Keep President and Executive Committee informed of activities and projects of the staff and entire Association. Assure that the President and the Board of Directors are kept fully informed on the conditions and operations of the Section and on issues influencing the tennis industry in the Southwest. Advise executive committee on needs of the section and work with committee in determining pro-active planning and long-term goals.

Oversee preparation of agendas, minutes and support materials for meetings of Board of Directors, Executive Committee, personnel committee, and budget committee.

Act as liaison between staff and board, between section and Districts and between the SWS and national offices

Attend and serve as advisor at all SWS Committee Meetings

Assist and support Districts and Community Tennis Associations, provide training for new presidents and leadership in establishment of Districts and Community Tennis Association offices and training of their staff, as needed.

Oversee all sectional publications and input to national publications.

Oversee membership development in conjunction with respective Section committees and Section staff, ensuring that the general membership is serviced at the highest standards of efficiency.

Oversee and assist in Section-wide fundraising and sponsorship efforts working with marketing staff, who has primary day to day responsibility, ensuring that sponsors receive promised benefits. Be knowledgeable regarding the sponsorship, fundraising and public relations activities and programs of national and other Sections. Ensure that the Section is properly represented at appropriate functions of related organizations.

Oversee the grant process in conjunction with staff, including accountability, for national grants, Section grants, and outside organization grants.

Liaise with the Southwest Tennis Foundation, providing support and assistance with events, fundraising, and the grants and scholarship processes.

**OTHER DUTIES:**

Lead the staff team, working together and assisting on such projects as the newsletters,

community development workshop, section championship events and other special events.  
Encourage volunteer involvement and continually give recognition to the volunteer base.  
Continually promote the USTA throughout the Section, region, and nation.  
Liaise to national staff and committees as requested

**SUPERVISORY RESPONSIBILITY:** This position is directly responsible for the supervision and accountability of the following personnel (titles only):

Executive Assistant/Bookkeeper  
Adult Competitive Manager  
Junior Player Development Manager  
Marketing & Communications Manager  
Community Tennis Manager  
Recreational Tennis Coordinator  
Community Program Coordinators / TSRs

**INTERNAL RELATIONSHIPS:**

This position reports directly to the SWS President and Executive Committee, and fosters a close working relationship with the SWS Board of Directors, SWS Committee Chair and members, SWS District leadership, and volunteers.

**EXTERNAL RELATIONSHIPS:** This position fosters relationships with members of the media to establish positive relationships to obtain recognition for programs and services; Section USPTA, PTR to encourage involvement in USTA programs; Section clubs, parks & recreation departments and facilities, YMCA, YWCA, Boys & Girls Clubs, etc., to encourage involvement in USTA programs; local, regional and national representatives of tennis industry businesses, especially national sponsors of USTA programs; local businesses as potential sponsor contacts; and community leaders to promote USTA programs and development of community tennis associations.

**TRAVEL DEMANDS:** Moderate

Attend section Semi-Annual and Annual meetings, Section Community Development Workshop and all other section meetings. Attend annual meetings of Districts and all section committee meetings as an advisor, if possible. Attend semi annual and annual meeting of the USTA, meetings of the sections' executive directors and other national meetings such as the Community Tennis Development Workshop or training meetings. Visit Districts and/or Chartered CTAs to develop relationships with volunteers, clubs and public facilities, community and business leaders and to provide training for new District presidents and staff, if any. Attend Sectional events as often as possible and attend appropriate functions of related organizations.

**QUALIFICATIONS:**

Required:  
A strong work ethic; self-motivation

A passion for tennis and/or a strong, identifiable tennis background, in all aspects of the game  
An ability to offer vision and creative leadership regarding the future growth of the USTA SWS  
Demonstrated leadership and strong management experience and skills  
An ability to insure that the on-going activities of the SWS are carried out effectively and efficiently in a timely manner  
Management skills in directing employees/business operations, including the delegation of appropriate functions  
Financial skills including budget process and administration of budget  
Demonstrated ability in marketing and resource development  
Ability to nurture and develop community partnerships  
Ability to work well with wide variety of people, ability to attract and work with volunteers  
Effective communication skills (both written and spoken)  
Team building skills  
Demonstrated ability in strategic planning  
Experience in association management not-for-profit, volunteer organizations.  
Strong academic background, college degree required  
Work in USTA Section office desired  
Willingness to travel  
Willingness to work extra hours and weekends, when necessary  
USTA membership, at time of hiring

**KEY PERFORMANCE INDICATORS:** When reviewing this position during the year, the following will serve as indicators as to the job done:

Achievement of specific annual goals and objectives.  
Evidence of performance of major duties.  
Evidence of effective, productive leadership within the Section staff and volunteers.  
Feedback from Districts and other organizations.  
Growth of individual and organization membership.  
360 Evaluation as a tool in the list of key performance indicators

**Revised: July 2010**  
**Approved by: SWS Personnel Committee & SWS Board of Directors**

