



Marketing Coordinator

The purpose of the position is to handle day-to-day coordination of season-long projects for marketing and sponsor activations. This role plays an important part of the success of USTA Southern by developing marketing and social media campaigns, maintaining partner satisfaction and overseeing special projects.

Essential Position Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Create and maintain relationships with new and existing partners which includes but not limited to contract execution, sponsor activations and partner relations;
- Coordinate annual USTA Southern Awards nomination process, submit USTA National nominations on behalf of USTA Southern and serve as liaison to the Southern Awards Committee.
- Develop social media campaigns to increase likes, followers, reach and engagement. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- Generate and manage all social media published content (images, video and written). Become an advocate for USTA Southern in all social media spaces, engaging in dialogues and answering questions where appropriate. Implement a proactive process for capturing customer online reviews and monitor online ratings and respond accordingly.
- Coordinate Membership Appreciation and Net Generation activations at pro events in collaboration with USTA National and state staff. Distribute membership information, opportunities and materials to potential customers;
- Manage special projects for the section which includes but not limited to the creation and execution of on-site special events with state and local areas and the development and implementation of local and state youth marketing campaigns;
- Support Director of Sales & Marketing in brainstorming and executing new and innovative ideas to reach section goals including but not limited to increase in section play events, adult and junior tournament play, adult and junior league participation and membership.
- Perform other duties as assigned by supervisor and/or Executive Director.

Competencies

- Presentation skills, particularly to potential sponsors and community groups
- Excellent communication skills, both verbal and written
- Ability to multi-task as position will manage several projects concurrently
- Highly motivated self-starter, enthusiastic personality with desire to promote and grow tennis

Required Education and Experience

- Bachelor degree in Marketing, Sports Marketing or related field
- Experience in event planning and event details
- Experience in growing and maintaining brand activity across social media platforms
- Proficiency in MS Outlook, Word, Excel, Access and PowerPoint

Preferred Education and Experience

- 3-5 years of marketing experience in youth, multi-cultural and/or sports marketing



- Experience in Photoshop, graphic design a plus; Knowledge of video editing
- Experience in writing web site stories, magazine articles and copywriting/editing
- Fluency in Spanish a plus
- Passion for sports

Supervisory Responsibilities

This position currently has no direct supervisory responsibilities.

Work Environment

This position operates in a clerical, office setting. The position routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. At times, this position will be offsite at partner offices, state offices, meetings, tournaments, partner activations and events.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to stand and walk while offsite; use hands to finger and reach with hands and arms. The employee may occasionally lift up to 10-20 pounds.

Position Type and Expected Hours of Work

This is a full-time position. Typical days and core hours of work are Monday through Friday, 9:00 AM to 5 PM but will require hours outside of the core business hours. One hour unpaid lunch break is provided.

Travel

The position requires travel including but not limited to sponsor activations, meetings, tournaments, events and workshops.

AAP/EEO Statement

USTA Southern is an equal opportunity employer.

Classification

Non-Exempt

Supervisor

This position will report directly to the Director of Sales & Marketing.

Other Duties

Please note this position description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

To apply for the position, please submit resume, cover letter and salary expectations to Chris Walling, Director of Adult Competition & Human Resources, at HR@southerntennis.com. Only qualified applicants will be contacted. Please no phone calls. The position listing will close on October 31, 2017.