



## **Community and Shared Services Department Social Media/ Digital Creative Coordinator**

The USTA Texas ("Organization") offices are located in Austin, TX and is a not-for-profit volunteer organization devoted to promoting and developing the growth of tennis in Texas. Since 1895, USTA Texas has been a section of the United States Tennis Association, the governing body of tennis in America. USTA Texas is the third largest of the sections and features a number of tennis programs for juniors, adults and seniors at the beginning, recreational, and competitive levels.

Austin is located in the beautiful "Hill Country" of Texas, and is the fastest growing of the 50 largest US cities and the second largest state capital city in the United States. Well known as the "Live Music Capital of the World," Austin is also home to numerous lakes, rivers, and waterways including Lady Bird Lake and the famous Barton Springs. The "clean-air-city" is also known as the "Silicon Hills" for the influx of high-tech corporations and Fortune 500 companies, but the slogan "Keep Austin Weird" helps to remind us to celebrate and protect the unique local vibe.

As an employer, the USTA Texas offers a vibrant work environment and an inclusive workplace culture that promotes a healthy work-life balance. The benefits package includes full health, dental, life and disability insurance as well as voluntary benefits, 10 official holidays, a comp time program, flex-time options, immediate leave accrual, and 401K contributions.

USTA Texas is committed to developing an inclusive work environment made up of individuals of diverse backgrounds and cultures. USTA Texas is an equal opportunity employer and welcomes applicants without regard to age, race, color, sex (including pregnancy), national origin, disability, religion, marital or parental status, protected veteran status, military status, genetic information, sexual orientation, or gender identity and/or expression. The organization is especially interested in applications from qualified candidates who would contribute to the diversity of all programs.

USTA Texas Home Page: <http://www.texas.usta.com/>

### **Job Description**

The Social Media/ Digital Creative Coordinator is responsible for updating, maintaining and growing the social media presence of USTA Texas as well as responsible for the development of creative concepts, campaigns and support materials for various USTA Texas programs, events, meetings and initiatives. Regular and reliable, non-disruptive attendance is an essential job duty, as is the ability to create and maintain collegial, harmonious, working relationships with others.

### **Job Duties**

1. Work with the Senior Marketing Manager to develop & implement the company's overall social media strategies and tactics.
2. Engage online and social media audiences on a daily basis.

3. Assist with internal efforts and opportunities for growth by providing social media and creative concepts across all departments
4. Specifically responsible for developing and implementing social media plans and specific tactics across all channels of social media (Facebook, Twitter, Snapchat, and more)
5. Enhance the USTA Texas brand and ensure consistency through social media and creative assets
6. Monitor and track all social media and digital marketing initiatives and tactics implemented by USTA and USTA Texas and develop reports on those findings.
7. Update, maintain, and execute the USTA Texas social media policies and procedures.
8. Active “listening” to the social media community, regularly reporting on those findings.

#### Minimum Qualifications

- Earned Bachelor’s Degree in Communications, Marketing, Sport Management, or related field, from an accredited college or university

#### Preferred Qualifications

- 2-3 Years of progressive experience in a social media focused environment
- Hands-on experience with Adobe products including 2-3 years of graphic design experience
- Previous experience creating, implementing and tracking social media initiatives
- Previous experience creating, implementing and tracking marketing campaigns/materials

#### Knowledge, Skills, and Abilities

- Track record of innovation and creative thinking
- Proven ability to develop and maintain relationships with key social media audiences, ie: bloggers, influencers, online media.
- Proven understanding and use of social media and its role in business.
- Knowledge of tennis and/or the sports industry
- Ability to travel approximately 15% of the time including some weekends
- Exceptional communication skills
- “Team-first” mentality

#### Requirement

- Personal interview

#### Salary

- Commensurate with education and experience

#### Application Open Date

- March 21, 2017

#### Application Close Date

- April 4, 2017

To apply, please send cover letter/letter of application, resume, salary requirements, and list of 3 references (including Contact Information) to the following:

3/21/2017

Taylor Jones, Sr. Marketing Manager  
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3/21/2017