



Tennis Service Representative, Hispanic Outreach & Net Generation

The primary goal of this position is to concentrate on the marketing of and growing of Hispanic participation within the Southern section by promoting, developing, and servicing tennis programs in USTA Southern through establishment of strong relationships with the local delivery system including tennis and non-tennis facilities and organizations.

Essential Position Responsibilities

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

- Contact and meet with tennis facility personnel to assess their needs. Provide information, marketing materials and support for increasing Hispanic participation in tennis.
- Provide knowledge to facility operators of key national, section and state specific programs in designated geographic areas.
- Coordinate and/ or assist state and local personnel with area wide promotions designed to increase the number of new Hispanic players.
- Coordinate Hispanic tennis carnivals and events with follow-up programs.
- Work as liaison between the USTA Southern and State Associations, local CTAs, Hispanic organizations, Hispanic Media Outlets, and Parks and Recreation Departments.
- Seek out bilingual tennis professionals and volunteers with community events and follow-up programs.
- Organize mentoring program in communities that are targeted for Hispanic events/carnivals.
- Identify Hispanic High School and Collegiate players to act as mentors.
- Develop an event/follow-up toolkit that communities can use to reach out to Hispanic populations.
- Create a database of professionals and/or volunteers targeted for future Hispanic events/programs.
- Work as a liaison between USTA Southern and culturally diverse populations within USTA Southern.
- Actively promote tennis opportunities for Hispanic participants, instructors and volunteers.
- Submit updated goals and activity reports to the USTA Southern Coordinator of Tennis Service Representatives and Director of Programs as required.
- Collaborate and work in conjunction with the USTA Southern State Staffs, USPTA, PTR, TIA, NIRSA, community leaders, local volunteers, local tennis facility owners and managers, Park and Recreation leaders, USTA School Tennis and After School Tennis Administrators, USTA Team Tennis Youth and Collegiate Administrators, CTA Administrators, and other organizations who share similar interests.
- Net Generation responsibilities as determined by USTA Southern.
- Perform other duties as assigned by supervisor and/or Executive Director.

Competencies

- Fluency in English and Spanish
- Presentation skills, particularly to community groups and tennis facilities
- Excellent communication skills, both verbal and written
- Highly motivated self-starter, enthusiastic personality with desire to promote and grow tennis

Required Education and Experience

- Bachelor degree or equivalent work experience
- Strong administrative and organizational skills
- Advanced computer experience in MS Outlook, Word, Excel, Access, PowerPoint



- Ability to work well with others

Preferred Education and Experience

- Tennis background and USPTA / PTR Certification desired

Supervisory Responsibilities

This position currently has no direct supervisory responsibilities.

Work Environment

In office, the position operates in a clerical, office setting. The position routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. Frequently, this position will be offsite at facility meetings, conferences, tournaments, events and workshops.

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 move around while offsite; use hands to finger and reach with hands and arms.

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 frequent travel including but not limited to facility meetings, conferences, tournaments, events and workshops and will include a travel budget.

AAP/EEO Statement

USTA Southern is an equal opportunity employer.

Classification

Exempt

Supervisor

This position will report directly to the Director of Programs and Player Development and Tennis Service Representative Manager.

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 will remain open until filled.