



USTA Georgia Job Posting – Brand Manager

The purpose of this position is to provide USTA Georgia and its network of providers from across the state resources and tools to further the mission of the Association, to promote and develop the growth of tennis throughout the state of Georgia.

Essential Position Responsibilities

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

- Comprehensively coordinate USTA Georgia’s social media presence on various platforms (Facebook, Twitter, Instagram, YouTube, etc.)
- Provide marketing & communications support to all USTA Georgia staff & departments
- Establish and maintain direct contacts and relationships with tennis media outlets (of all forms) throughout the state of Georgia
- Manage and utilize marketing budget, which includes administering marketing grants
- Develop and execute relevant presentations at the USTA Georgia Community Tennis Development Workshop, held annually
- Maintain an impactful presence at USTA Georgia major events throughout the year
- Participate and engage with both USTA Southern and USTA National marketing/branding strategies and initiatives
- Assist Community Tennis Association’s in the development of their social media marketing plans
- Knowledge and the ability to navigate and successfully execute work in Microsoft Office Suite & Adobe Creative Suite. The candidate should have a background of graphic design skills or have the acumen and ability to learn quickly.
- Provide advice and counsel for brand and marketing strategies of the Georgia Tennis Foundation
- Perform other duties as assigned by the Executive Director

Competencies

- Highly motivated self-starter, enthusiastic personality with desire to promote and grow tennis
- Excellent communication skills, both verbal and written
- Fundamental understanding of digital media outreach execution and impact
- Embrace of a teamwork environment, with a desire to assist all USTA Georgia team members with their marketing & communications support needs.
- Strong administrative and organizational skills. Ability to multi-task as position will manage several projects concurrently
- Exemplary customer service skills
- Tennis experience and background is preferred

Required Education and Experience

- Bachelor’s degree. Years of experience in marketing and/or communications field a plus.

“TO PROMOTE AND DEVELOP THE GROWTH OF TENNIS”

116 MARBLE MILL ROAD, MARIETTA, GA 30060

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Work Environment

This position operates in both a clerical office setting, as well as a virtual setting. The position routinely uses standard office equipment such as computers, phones, scanners and mobile devices. At times, this position will be offsite at trainings, meetings 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. The employee may occasionally lift up to 10-20 pounds.

Position Type and Expected Hours of Work

This is a full-time exempt position. Typical days and core hours of work are Monday through Friday, 8:00 AM to 4:30 PM, with one day off every two weeks, but may require hours outside of the typical days and core business hours. Forty-five minute lunch break is provided.

Travel

The position requires travel including but not limited to meetings, events and workshops. This is within the state of Georgia as well as occasional out-of-state travel. In addition, the candidate will be required to travel and work on selected nights and weekends (under a normal calendar year of events, this would be approximately 10 weekends).

AAP/EEO Statement

USTA Georgia is an equal opportunity employer.

Supervisors

This position will report directly to the Senior Director of Community Development & Programs.

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.

Salary Range

The salary range for this position is \$45-50K, depending on the qualifications of the applicant. In addition, the position includes a comprehensive, competitive benefit package after 90 consecutive days.

To apply for the position, please submit resume, cover letter and salary expectations to Darren Potkey, Executive Director, at potkey@ustageorgia.com. Only qualified applicants will be contacted. Please no phone calls. The deadline to submit resumes is close of business on Wednesday February 24th.

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