

## USTA Intermountain/Idaho – Idaho Tennis Association

### JOB DESCRIPTION

<b>TITLE:</b>	Area League, Marketing and Communication Coordinator
<b>FLSA STATUS:</b>	Non-Exempt – Hourly – Full-Time (30 – 40 Hours/week)
<b>REPORTS TO:</b>	District League Coordinator
<b>WORK SCHEDULE:</b>	Monday – Friday (Plus some weekends and nights on occasion, especially during the months of June, July and August.)

### SUMMARY OF FUNCTIONS:

Promote, recruit and coordinate participation of new & existing USTA members in the various USTA/IdTA/ITA League Programs offered, including assisting with the enforcement of all National, Section and District regulations. Develop and grow IdTA Social Tennis programs to provide avenue for participation in Adult League programs. Handles all media-related inquiries, prepares and distributes the IdTA monthly newsletter, and maintains all social media sites.

- Educate, train and work with Captains and players to ensure conformity to the USTA, Section and District Regulations, training with the use of TennisLink, and coordinating and assisting at Captain's Meetings.
- Coordinate TV local league programs and Magic Valley as needed with the DLC
- Assist District League Coordinator at various events
- Organizing prior to, and at event, to ensure compliance with rules and regulations.
- Attend trainings as needed, either in-person or via conference call.
- Work with other Adult Division staff to set up new programs, and cold call players, captains, and other potential new player candidates; and promote, initiate/direct/plan interest meetings at off-site locations.
- Work on Appeals for NTRP ratings, including fact-checking, compiling player data (if applicable) and preparing write-ups for self-rate appeals to submit to the Adult Recreation and Competition Committee.
- Various other job duties as required, including completing tasks as assigned by District League Coordinator.
- 2 Weeks prior to events – League, TIE, tournaments, others as needed, prepare a press release and submit to local advertising media.
- Within 24 hours of conclusion of an event – League District, Tournament, send results to media sources for reporting, update the website and Facebook pages with pictures and stories.
- Network with local Media sources.
- Communicate and develop with sponsors.
- Provide support to staff to promote all events including making posters, signage, website updates, Facebook updates, and other services required to promote events.
- Attend Weekly Meetings and present updates.
- Work as team brainstorming and developing promotional ideas with ED and each department.

- Attend a majority of weekend events sponsored by the IDTA like District Matches, JTT, and other assigned events at the discretion of the ED.
- Develop an annual marketing plan to follow annually and follow.
- Adjust the marketing plan throughout the year as needed.
- Aid in developing the budget for the marketing department.
- Pre-pair and distribute monthly newsletter – one thing to put is tournaments and playing opportunities for the following month to come.
- Work with USTA National membership organizations
- Maintains all social media sites
- Other assigned duties.

### **Environmental Conditions**

General office environment

Moderate Office Noise

### **TRAVEL**

Travel required out of area – 5% to Twin Falls, Pocatello, Idaho Falls and Sun Valley

### **QUALIFICATIONS**

- College Degree, **preferable**
- Over two years of tennis industry experience, **preferable**
- Tennis knowledge, knowledge of USTA League rules, tournament desk organization and Tennis Link experience, **preferable**
- Public speaking
- Experience with computers, copier, printer, fax phone, MS Office, and calculator

### **COMPENSATION PACKAGE**

- Salary commensurate with experience
- Travel and job related expenses

*Disclaimer: This information is intended to describe the general type of work and level of the position. It is not an exhaustive list of all duties and responsibilities required for the position.*

*The Idaho Tennis Association is an Equal Opportunity Employer*