



Tennis Relations and Event Development Manager

Responsible to	Head of Tennis Relations and Event Development
Location	National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ (with the requirement to work from the NTC at least 3 days each week)
Salary	Up to £45,000 per annum dependant on experience

About the role

The LTA's vision is "Tennis Opened Up" and its mission is to make tennis Relevant, Accessible, Welcoming and Enjoyable.

The Major Events and Digital Transformation Team are responsible for delivering the LTA's programme of international events driving visibility and enjoyment to new and existing audiences.

This role will be working with the Head of Tennis Relations & Event Development to provide and implement strategic event development opportunities across our Events business and support with the delivery of our Athlete Plan.

The LTA, through its vision "Tennis Opened up", is committed to creating a diverse environment where all colleagues feel included and a strong sense of belonging. We are proud to actively invite applications from all candidates who meet the essential criteria and are able to work in the UK, and we commit that everyone will receive equal consideration for employment irrespective of your ethnicity, religion, sex, gender identity, sexual orientation, marital or civil partnership status, pregnancy or maternity status, disability or age. We also operate a flexible working environment where all colleagues are able to discuss their working needs with their manager or the People Team at any time.

Key Accountabilities and Responsibilities

- Working collaboratively with Head of Tennis Relations & Event Development to identify areas of opportunity and growth at our existing ATP/WTA/ITF events. Event experiences, hospitality solutions, ticketing packages, entertainment, sustainability, heightened player involvement, onsite activation, integration of LTA programmes such as LTA Youth, She Rallies, Padel etc
- Lead internal strategic planning into growth areas at each venue to help open LTA events up to new audiences, raise the profile of tennis in the UK and grow the sport
- In addition to existing events, manage the implementation of new initiatives and event opportunities within the annual tennis calendar. Adapting to new trends in terms of formats, broadcast, entertainment and on-site experiences
- Lead on strategy to elevate the profile of the Billie Jean King Cup, Davis Cup and World Team Cup (Laver Cup in 2022)
- Manage the evolution of new Padel opportunities in the UK – exhibition and Tour events

- Drive the development process; Create and deliver presentations (including concept/content strategy, creative and development proposals)
- Working collaboratively with Event Managers, Commercial, Brand Marketing, Comms, Media, Participation and Customer Strategy to support the LTA's vision of Tennis Opened Up
- Work with direct report and Finance team on operational budget planning
- Maintain a deep understanding of the LTA's core values, culture and philosophy
- Maintain a thorough understanding of the evolving event landscape. Keep abreast of new technical innovations and industry/audience trends. Proactively identify and propose new strategies for consideration
- Manage the development and implementation of the Athlete Plan to include:
 - Working closely with Head of Tennis Relations & Event Development and the Performance team to activate Player agreements in relation to appearances, event commitments, media work
 - Career Transition programme activation
 - Parent Engagement – strategic alignment of parent support relating to pathway players
 - Player patch programme

Key results areas

- Creation of relevant and compelling event experience strategy
- Proactive capability to deliver end-to-end
- Meeting departmental, business, strategic, commercial and creative objectives set out by the Director of Digital and Events

Person Specification

Previous Experience of:

Previous experience of event management and planning	Essential
Proven ability to create original ideas and produce strategic presentations from concept to delivery	Essential
Budget management and forecast experience	Essential
Knowledge of sports rights and sponsorship activations	Essential
Experience working with athletes and an understanding of the tennis landscape	Essential

Knowledge, Training & Qualifications:

Knowledge of UK sporting/event landscape and the international tennis landscape	Desirable
Advanced IT and keyboard skills and knowledge of MS Office Applications (Word, Excel and PowerPoint).	Essential

Personal Attributes:

<i>Inclusion</i>	<ul style="list-style-type: none">• Creates a working environment where people feel safe and welcomed• Ensures everyone has a voice and feels they have something to contribute
<i>Teamwork</i>	<ul style="list-style-type: none">• Team player with ability to build, manage and maintain strong inter-departmental relationships within the organisation and work in partnership with colleagues• Willingness to collaborate with others and proactively support team members• Excellent communication skills and customer service skills
<i>Integrity</i>	<ul style="list-style-type: none">• Excellent problem solving & decision-making skills, accuracy and attention to detail• Always delivers on commitments, setting a great example for others• Ability to recognise the need for discretion and confidentiality at all times
<i>Passion</i>	<ul style="list-style-type: none">• Passionate about the Vision and Mission of the LTA• Work tenaciously to meet or exceed goals• Maintain a positive mind set in the face of difficult or pressured situations
<i>Excellence</i>	<ul style="list-style-type: none">• Adaptable and highly organised, with the ability to multi-task and prioritise• Seek opportunities to take different and innovative approaches to addressing challenges• Ability to quickly generate credibility and confidence amongst peers and other colleagues