



MARKETING ASSISTANT

Responsible to: Brand Marketing Manager

Location: National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ

Salary: Up to £25,000 per annum dependent on experience

About the LTA

The LTA is the National Governing Body of tennis for Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision for the sport is **Tennis Opened Up**. We're working towards a future where tennis is truly a sport for all. All ages, all backgrounds, all levels of fitness. Anyone can pick up a racket and everyone can be a part of the tennis family. Our mission is to grow tennis by making it relevant, accessible, welcoming and enjoyable.

We play an important part in ensuring the popularity and future of our sport. We're here because we're passionate about tennis; and we want to spread that passion across the nation.

About the Role

The Marketing and Commercial Team exists to broaden the relevance and increase the visibility of tennis all year round, in order to grow participation and fan engagement. It seeks to do this by:

- Developing and executing a new fit for purpose brand for tennis.
- Building content and communications that increase levels of fan engagement, drive new participation and win back lapsed players.
- Delivering a brand partner strategy to develop and maximise our assets.

The Marketing Assistant reports to the Brand Marketing Manager. It is an important role within the brand marketing team, being close to the detail and delivering marketing executional excellence. We are building a world-class Marketing and Commercial Team that will deliver work enviable of any sport's governing body.

This role will require experience in:

Building marketing plans; building strong cross-functional working relationships; calendar management; creative thinking; event management

Key Accountabilities

- Support Brand Manager and work with Assistant Brand Manager to ensure the highest quality agency output; creative, media, events, performance, speed of delivery and accuracy
- Build and own day to day relationships with key agency personnel and internally
- Support the Brand Marketing Manager and Head of Brand Marketing with business requests and campaign planning
- Help communicate key marketing priorities to key functions and vice versa
- Liaise with functions across business to understand their needs and finalise help brief for Marketing Team to use
- Manage reporting output across multiple areas

- Work closely with customer engagement team to analyse data across the full marketing funnel to drive efficiencies, growth and increase overall performance of our paid and owned output
- Work closely with social team on reporting and integrating planning across owned and paid, communicating trends and acting on data insight
- Level of expectation to help manage social channels in key periods e.g. events
- Work with insights team to provide reporting value and value to partners when relevant
- Contribute to building high quality commercial partnerships, by maximising value through integrated marketing – for example providing audience and data insight across LTA touchpoints
- Ensure accurate and timely financial tracking and administration of budget spend

Person Specification

Previous Experience of:

Working in a client-side marketing team or marketing agency delivering multi-channel campaigns	Essential
Working within a defined brand strategy, to ensure a creative positioning is consistent across a range of marketing communications	Essential
Ability to balance and proactively manage multiple tasks to completion, on time and on budget	Essential
Integrating assets (e.g. athletes, teams, entertainers) into marketing plans	Highly Desirable
Exciting and engaging wider stakeholder groups with marketing plans, building internal brand advocates	Highly Desirable
Marketing data analytics along with proficient use of excel and reporting tools	Highly Desirable

Knowledge, Training & Qualifications:

Marketing or related professional qualifications	Desirable
2+ years' experience in a brand marketing role	Desirable

Personal Attributes:

Teamwork	<ul style="list-style-type: none"> • Genuine team player with the willingness to support, learn from, inspire and engage others • Use appropriate interpersonal styles to influence others and gain buy-in • Communicate in a clear and compelling manner, adapting style to meet the needs of the audience
Integrity	<ul style="list-style-type: none"> • Excellent problem solving and decision-making skills • Utilise data to identifying key issues to achieve a long-term vision • Stay audience-centric and be prepared to stand up for what's right for our audiences as well as for the business
Passion	<ul style="list-style-type: none"> • Set and meet own challenging goals, and take action to stay on track with progress • Advocate for the best possible experiences for our customers • Think creatively and with confidence and encourage creative thinking in others • Maintain a positive attitude in the face of difficult or challenging situations
Excellence	<ul style="list-style-type: none"> • Take a stand for excellence and challenge poor practice, not settling for the status quo • Seek opportunities to take different and innovative approaches to addressing challenges • Undertake appropriate professional development to stay up-to-date with marketing trends