



MEDIA OFFICER

Responsible to	Head of Media
Location	National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ
Salary	Up to £29,000 plus bonus and excellent benefits

About the role

The LTA's vision is "Tennis Opened Up" and the mission for all those working to support deliver the vision is to make tennis relevant, accessible, welcoming and enjoyable. The Communications Team is responsible for protecting the reputation of the LTA and promoting its work to open up tennis in Britain. It is responsible for devising and delivering a communications strategy that builds trust and advocacy, shifts perceptions, encourages engagement with the LTA's programmes, increases funding and builds coalitions of support for its work.

The Media Officer proactively takes a role in pitching stories to new audiences as directed the senior media team in addition to handling response on day-to-day news, sports and consumer media queries as part of the press office team. They will also support the execution of a regional media strategy, supporting the major events team, both in raising awareness at a local level and supporting more regional and political engagement.

Key Accountabilities

- Support the delivery of an overarching media plan as part of the communications strategy and deliver the LTA's vision "Tennis Opened Up" and mission to make tennis more relevant, enjoyable, welcoming and accessible, to a broad range of audiences in a targeted way throughout the year.
- Take a proactive stance in pitching stories about the LTA (all players, venues, benefits of keeping fit, our vision and mission) to all media (news, sports, consumer), as directed by Head of Media and Media Manager.
- Support the Media Manager in serving as the first point of contact externally for all reactive media-based queries and requests.
- Lead on delivering regional media coverage in line with the regional media strategy, working collaboratively with Media Manager, participation and performance teams.
- Create, edit, proof and distribute media releases to relevant audience groups
- Responsibility for communication of the LTA's commercial partnership work, and any other corporate announcements that may be needed
- Work closely with the Media Manager and Head of Public Policy on implementing a communication plan for facility investment communication with each facility.
- Responsibility for logging and responding to general media queries via the press office (email and phone), escalating where needed.
- Responsibility for maintaining the department's Rolling Brief and media queries log
- Reviewing daily media monitoring and circulating the media summary

- Develop content, statistics, player biographical info and briefing documents throughout the year, ensuring messaging and narrative points are consistently applied.
- Proactively update media distribution lists, both nationally and regionally.
- Working with the corporate affairs team, proactively develop relationships with spokespeople for tennis, in order to build high-profile support, encourage positive public engagement and promote the LTA's programmes and major events.
- Create content for a Weekly e-newsletter to send out to media and key external audiences, highlighting junior and professional performances as well as relevant elements to the LTA mission.
- Maintain an archive of all press releases, briefings and relevant coverage..
- Support Media Manager in providing a first-class media operations service at home Davis and Billie Jean King Cup ties, and on-site at other major domestic junior and professional events.
- Support the wider Corporate Affairs team in delivery of its objectives in particular support for the LTA Awards and other projects as necessary.
- Manage accreditation application and response process for events as necessary including Davis Cup or BJK Cup home ties in conjunction with the LTA events teams.

Person Specification

Previous Experience of:

2-3 years working in communications industry (in-house or PR agency environment) or with the media, with a proven track record of pitching and landing media coverage	Essential
Excellent news judgement and sensitivity to the relative importance of different issues	Essential
Strong organisational skills and the ability to work on multiple different projects of work at once	Essential
Confidence and experience in dealing with both broadcast and print/online media	Essential
Proven track record of writing copy to deadlines, attention to detail and service-driven mentality	Essential
Outstanding interpersonal communications abilities, teamwork skills and the ability to build relationships across all levels of the organisation.	Essential
As this role is front line with the media, a level of sports and tennis knowledge would be advantageous	Desirable

Knowledge, Training & Qualifications:

Educated to degree level (or equivalent)	Essential
A satisfactory DBS disclosure	Essential
High IT literacy, knowledge of all MS Office applications (Word, Excel and PowerPoint).	Essential
Post-graduate communications, journalism qualification or similar experience in working with media	Desirable

Personal Attributes:

<i>Teamwork</i>	<ul style="list-style-type: none">• Working in a fast-paced integrated team• Proactive in sharing information about their work and seeking information from others• Experience of working in a multi team environment and across teams
<i>Integrity</i>	<ul style="list-style-type: none">• Demonstrates the LTA's values to external audiences• Accuracy and attention to detail, meets deadlines• Solution-focused and able to work calmly under pressure
<i>Passion</i>	<ul style="list-style-type: none">• Passionate about the vision and mission of the LTA• Ability to vary work patterns and prioritise tasks to meet the changing needs of the business• Sets goals and thinks strategically and creatively to achieve them
<i>Excellence</i>	<ul style="list-style-type: none">• Excellent organisational skills and ability to multi-task and prioritise work appropriately• Stays up to date with communications trends and technology• Goes the extra mile to get the job done