

Houston Tennis Association (HTA) Marketing & Social Media Manager

Job Description

Mission

We are a 501 c (3) with a mission to encourage and promote amateur tennis in Houston regardless of age, gender, disability or level of play. Our ultimate goal is to support and foster good health and sportsmanship through tennis, the sport for a lifetime.

The Opportunity

As the Manager for Marketing and Social Media you will have the opportunity to assume leadership for crafting a new direction for outreach, communications and social media platforms. Through this new position HTA seeks to update its' in-house ability to reach new constituencies, improve service to existing members and raise our profile in the regional marketplace to support fund development to ultimately grow the organization.

As the new Manager for Marketing and Social Media you will serve as an internal resource for marketing services, the primary liaison for marketing vendors, a "super-user" of all marketing software and an expert in digital marketing including management of HTA web sites and digital content. Strengths must include sense of urgency, organization, follow-up, communication and positivity. Skills must include development of marketing strategies, digital marketing knowledge, public relations, marketing software familiarity, time management, writing, the ability to design digital communication (email, text, posts, etc.) and digital organization.

The Portfolio

- Develop a new campaign approach to the overall marketing effort to demonstrate a surge in activity. Such a campaign would span over a one to two year period. A key element would be a renewed commitment to champion diversity.
- The new campaign would include both online and offline components and would be supported by a new app, updated website, off-line collateral and the stewardship of the Executive Director and the Board of Directors Marketing Committee.
- Enhanced HTA's social media presence through updated website to report and present a steady flow of activity to demonstrate that the organization is moving and not static. This social media presence could provide timely content on such topics as avoiding seasonal injuries, the fund development cycle, tournaments and leagues and promoting any new programs or the seating of new board members.

- Lead efforts to either adapt an existing digital application or develop a new one that would serve to disseminate information to the membership and overall public. Such information would help to mobilize HTA constituency for advocacy and resource allocation from both private and public sector partners.
- Coordinate more tightly with the Board of Directors' Membership Committee to formulate a retooled communications portal highlighting recent accomplishments and upcoming opportunities with a goal to provide a sense of propulsion and movement coming out of the COVID pandemic.

Qualifications

HTA is seeking a self-motivated digitally-based individual with keen insights regarding the deployment of social media, digital integration platforms for coordination of activities, marketing strategies to grow membership organizations and partnership development. Exceptional writing and oral communication skills is desired. During the early tenure of the successful candidate an overall strategy document to guide this portfolio will be formulated. The document will be developed in coordination with the Executive Director and Marketing Committee of the Board of Directors. It will serve as the blueprint for priorities and will be refined and recalibrated as needed over time.

Successful candidates should have a college or associate college degree with practical experience in the non-profit membership-based sector. They should be equally comfortable working in digital space as well as in-person collaboration with co-workers and external partners. In short, this position will bridge cyber and human relations to stimulate growth as HTA exits the COVID pandemic. Knowledge of the tennis sector is desired but not required. However, knowledge and experience in growing a membership base is required.

Compensation

This position is part-time and will be compensated on an hourly basis. HTA is seeking commitment from the successful candidate of at least twenty (20) hours per week. Compensation will be \$40 per hour with slight exceptions for potentially stellar candidates. This position will not offer any employee benefits beyond an hourly wage since it is a contracted position.

Submission Requirements

Perspective candidates should forward their resume, examples of work and references to: Ms. Emily Schaefer, Executive Director, Houston Tennis Association at the following email address: emily.s@houstontennis.org.

HTA Commitment to Diversity

At the HTA, we celebrate the idea that anyone from anywhere at any age should be able to play, compete and enjoy tennis. This commitment carries over to our staff, the recreational spaces we use, and in our partnership agreements with external organizations. Diversity and inclusion is a core value: to remove barriers and create opportunities wherever possible so that tennis becomes a true reflection of all of our great city.