Social Media Executive

Responsible to: **Head of Content**

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

Salary: **Up to £29,000 per annum depending on experience**

About the Role

The LTA 's vision is 'Tennis Opened Up' and its mission is the transform communities through tennis by making it welcoming, enjoyable and inspiring to everyone. We have a similar approach to developing and promoting padel, one of the fastest growing sports in Britain.

The Social Media Executive reports to the Head of Content, working closely with the Assistant Social Media Manager. The Marketing and Customer Strategy department delivers work enviable of any sport governing body. The role will provide day-to-day support for our social media operations, with plenty of scope to work across a variety of campaigns and content across a wide range of audience objectives.

Primary responsibilities to encompass:

- Day-to-day delivery of content onto social media channels
- Creative idea generation
- Supporting with social media analytics, insight, and reporting
- Supporting daily community management

Our Support to You

When applying for our roles, you will be asked as part of our application process if you require any adjustments or support during the recruitment process. Adjustments could include extra time for assessments, interview questions in advance, alternative formats for materials or wheelchair access. Any information you provide will be treated in confidence and only used to make sure you have the best possible experience with us.

Key Accountabilities

- Support the Social Media team with the delivery of the daily social media operations, ensuring we engage with our audience in the right ways and build a positive, well-supported community.
- Lead on the community management of LTA social media channels.
- Implement the ongoing improvements required to keep our social media content fresh, relevant and up to date.
- Key focus to support our social media analytics efforts, helping to provide actionable insight to continually enhance key social channels.
- Support the Brand Marketing, Commercial, Corporate Affairs teams in the delivery of integrated plans, working to grow engagement, reach and followers within our key target audiences.
- Work closely with the Content team in order to deliver a great, audience-appropriate content offering on social media.
- Support the Assistant Social Media Manager with the idea generation and the graphics production process.
- Support our plan of activity that contributes to a greater visibility of tennis all year round on our social media channels, and proactively seek opportunities to increase presence and profile from both within the LTA and more broadly in the tennis calendar.
- Help enhance social media coverage across our key pre-Wimbledon major events (Nottingham, Queens, Eastbourne), the Davis Cup & Billie Jean King Cup and Grand Slams.
- Enhance awareness and reputation of LTA brand, increase value of LTA Advantage proposition and for our commercial partners.
- Support broader strategies within the content team to drive greater visibility and engagement with tennis, including content creators.

Person Specification

Previous Experience of:

Use of social media channels such as X, Instagram, YouTube, Facebook and TikTok.	*Essential*
Co-ordinating projects and programmes of work, using own time effectively to prioritise and meet milestones.	*Essential*
Working on own initiative to deliver against plans and strategies, and measure results.	*Essential*
Creating engaging on-brand content creative detail (including tone of voice) to ensure all social media content remains on-brand.	*Essential*
Flexibility to travel domestically and internationally for Major Events, Davis Cup, and Billie Jean King Cup, as required by the business.	*Essential*

Knowledge, Training & Qualifications

A strong understanding and awareness of digital marketing with some hands-on experience.	*Desirable*
Good copywriting skills with ability to adapt to a house style and work within clear brand guidelines.	*Essential*
Confident working with a range of digital platforms and services.	*Desirable*

Personal Attributes (Our Values)

Inclusion	• I make people feel welcome. • I recognise the power of our differences. • I create a safe environment.
Teamwork	• I collaborate well across teams. • I actively listen to others. • I actively offer to help others.
Integrity	• I act with honesty and respect. • I take responsibility for my actions. • I am dependable.
Passion	• I approach things with a positive mindset. • I motivate and energise others. • I take pride in my work.
Excellence	• I am ambitious and want to exceed expectations. • I want to learn more to improve. • I am adaptable to change.

Life at the LTA

The LTA, through its vision 'Tennis Opened Up', is committed to creating an inclusive environment where all colleagues feel included and a strong sense of belonging. We particularly welcome applications from people from ethnically diverse communities, deaf and disabled people, members of the LGBTQ+ community and people with lived experience of the UK's many and varied communities.

Read some of our colleague testimonials below and find out more about our LTA benefits here

---

"As a new mum, I've appreciated the LTA's newly enhanced benefits, which have supported me during maternity leave and in my return to work. In total, I have been with the LTA for four years and love the diversity of my role."

"Everyone's respected in terms of the culture, ethnicity, and the background, so you don't feel inequal in any capacity. I remember how supportive my team had been during Ramadan, being fully understanding of its requirements and flexible with my work schedule."

"As a new starter at the LTA, my experience has been overwhelmingly positive. Being a tennis fan, I was excited to join the organisation, and from day one, I've been impressed by everyone's dedication to our mission of 'Tennis Opened Up', as well as promoting diversity, inclusion, and sustainability."
