



Brand Marketing Manager

Responsible to:	Head of Brand & Audience Growth
Location:	National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ
Salary:	Up to £50,500 per annum depending on experience

About the Role

The LTA is the national governing body for tennis in 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.

The Marketing and Customer Strategy team exists help change perceptions of tennis, to broaden the relevance and increase visibility all year round, to grow participation and fan engagement. The Brand Marketing team seeks to do this by:

- Developing and proliferating our brand for tennis Play Your Way.
- Creating first class content and communications that increase levels of fan engagement, drive participation and win back lapsed players.
- Working alongside our commercial team to delivering a brand partner strategy to develop and maximise our assets.

The Brand Marketing Manager reports to the LTA's Senior Brand Marketing Manager. We are building a Marketing & Customer Strategy team that will deliver work enviable of any sport governing body. As a creative thinker, with excellent planning and communication skills, the post holder will need to be confident in managing agencies and internal stakeholders, in delivering engaging campaigns and branding for a range of target audiences.

Key Accountabilities

- Manage briefs and agency activity to deliver world class campaigns.
- Provide management of media planning, execution and performance optimisation of key media spend.
- Work cross functionally across the business to engage LTA audiences (both internal and external) with key marketing activity, as well as coordinating calendar planning and output.
- Help manage and direct agency output; creative, media and events in terms of quality, performance, speed of delivery and accuracy.
- Own the day to day relationship with our media agency. Managing the launch and optimisation of campaign spend.

- Support the Senior Brand Marketing Manager as well as work independently on marketing support for commercial partners, including sponsorship activations and all branding at major events.
- Support the LTA's Commercial team with provision of marketing excellence to assist sales process.
- Support the Senior Brand Marketing Manager and Head of Customer Strategy & Marketing with campaign planning across the business; taking ownership of the marketing calendar to engage with all key business functions so they are aware of what activity is live, when and where.
- Lead on plan development and execution for colleague and workforce engagement; exciting, surprising and integrating the indirect workforce (clubs, coaches and volunteers) with campaign activity.
- Partner with other members of the brand marketing team, customer engagement team and communications function to execute plans effectively.
- Work closely with social team and insight team to ensure leveraging best information to inform our communications.
- Independently and actively seek out value in being joined up, both long term planning and reactively.
- Support Senior Brand Marketing Manager and Head of Customer Strategy & Marketing in resourcing and delivering campaign and impact reports across key functions, ensuring accuracy and frequency of delivery to appropriate areas of the business.
- Be the brand lead on consumer events, where required.
- Work with the Safeguarding Team to ensure that safeguarding and welfare is promoted and embedded within brand marketing to make the sport safer for children and adults at risk.

Person Specification

Previous Experience of:

Prior experience of managing third party agencies.	<i>Essential</i>
Proven track record of delivering cross channel media campaigns.	<i>Essential</i>
Prior experience of implementing brand campaigns both ATL and BTL.	<i>Essential</i>
Experience of a structured briefing and approvals process, with the ability to work effectively under pressure, react quickly and meet tight deadlines.	<i>Essential</i>
Strong communications skills.	<i>Essential</i>
Interest in and knowledge of tennis.	<i>Desirable</i>

Knowledge, Training & Qualifications

Knowledge of paid media optimisation and reporting (PPC, raid social, OOH, radio and TV).	<i>Desirable</i>
Min 5-7 years' experience in marketing either agency or client side.	<i>Desirable</i>

Personal Attributes (Our Values)

Inclusion	• Create an environment where people feel safe and welcomed. • Value people's differences and believe they make us stronger. • Take the time to learn more about inclusion and remove any current or potential barriers.
Teamwork	• Able to work on own initiative and appreciate the high level of accountability. • A great leader and motivator of others. • A great communicator both internally & externally. • Always prepared to work collaboratively.
Integrity	• A high degree of emotional intelligence and self-awareness, with the ability to adapt style to meet the needs of the audience. • Will always suggest improvements to ways of working. • Will be comfortable challenging groups or individuals to ensure high levels of work. • Treats others as you wish to be treated. • Commitment to promoting and upholding the highest standards of safeguarding for children and adults at risk.
Passion	• A genuine passion for people and good customer service ethic. • Highly proactive with a 'can-do' attitude • Hard working & driven to succeed and achieve our mission.
Excellence	• Always aims to achieve the best possible outcome. • Develops plans based on best practise and previous experience. • Seeks support from colleagues to improve outcomes. • Will be happy to take the more challenging route if it results in higher quality outputs.

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 unequal 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."
