

Senior Programme Strategy Manager

**Responsible to Head of Programme & Property Strategy and Foundation Development**

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

**Salary Up to £70,000 per annum depending on experience**

## About the Role

Our vision is ‘Tennis Opened Up’, and our mission is to transform communities through tennis, focusing on three areas – making tennis welcoming, enjoyable and inspiring to everyone.

Working with the Head of Programme & Property Strategy and Foundation Development, this exciting new role will lead on identifying key opportunities and challenges from our insight to develop programmes and other interventions to support participation growth and retention within key audience groups. You will also lead on the ongoing review, development and scaling of our existing programmes. We’re looking for a strategic thinker who can motivate and deliver, with excellent project management, organisational and communications skills.

The team’s focus to date, which will continue, has been primarily on the award winning LTA Youth programme, which has contributed to recent highs in child participation. However, there will be increasing focus on adult participation and other formats such as Padel.

## Key Accountabilities

* Working with the Head of Programme & Property Strategy and Foundation Development, provide strategic leadership on the development of innovative programmes aimed at growing and retaining junior and adult participation in tennis and padel.
* Working with other colleagues and teams, provide strategic leadership of LTA Youth, as the LTA’s flagship proposition for all children’s activity.
* Use data and insight to identify opportunities for participation growth and ensure long-term retention within the sport and that any programme developed is aligned to the LTA’s vision, mission and strategic plan.
* Keep abreast of industry trends and best practices related to sports participation, leveraging this knowledge to introduce innovative solutions and enhance programme delivery.
* Act as a change agent, driving the continuous improvement of programmess, processes, and systems to increase engagement and long-term retention.
* Monitor the performance of programmes through regular evaluation and data analysis, ensuring KPIs are tracked and reported.
* Establish and nurture relationships with internal and external stakeholders to enhance the reach and impact of programmes and provide leadership, coaching, and guidance to colleagues, helping to develop their skills and capabilities within the context of programme strategy.
* Manage the Programme Strategy budget effectively, ensuring efficient use of resources and maximising return on investment for all participation initiatives.
* Provide effective line management to other colleagues within the Programme Strategy team.

## Person Specification

#### Previous Experience of:

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| --- | --- |
| Proven ability to develop and execute strategic plans, guiding teams toward impactful outcomes. | *Essential* |
| Experienced in product and programme development and management. | *Essential* |
| Skilled in fostering teamwork and communication across diverse organisational functions. | *Essential* |
| Expertise in optimising budgetary and personnel resources for efficiency and results. | *Essential* |
| Adept at driving creative thinking, implementing solutions, and enhancing processes. | *Essential* |
| Proficient in leveraging digital tools for streamlined processes and enhanced communication. | *Essential* |
| Experienced in developing and implementing effective evaluation frameworks, utilising data-driven insights for decision-making. | *Essential* |

#### Knowledge, Training & Qualifications:

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| Competent IT skills (Word/ Excel/PowerPoint/Databases/Microsoft Office/internet) | Essential |
| Knowledge of product development lifecycles | Essential |
| Knowledge and understanding of the barriers and motivations that influence participation in sport  | Essential |
| Project Management Qualification e.g. Agile | Desirable  |
| A keen interest in sport and understanding for the tennis landscape would be advantageous. | Desirable |

#### Personal Attributes

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| ***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.
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| ***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.
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| ***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.
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| ***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.
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| ***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.
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## Our Benefits

## *We are proud of the range of benefits we can provide:*

* 25 days annual leave
* Annual award extra leave
* Pension
* Life assurance
* Reimbursement of eye tests
* Long service awards, plus monthly and annual colleague awards
* Private Medical & Health Insurance
* Free onsite gym & use of the Tennis & Padel courts
* Cycle to Work Scheme
* Enhanced maternity, paternity, adoption, and shared parental leave
* Free mental health first aider support
* Colleague ticket offer
* Annual Bonus Scheme
* Free parking & bike racks
* Retail discounts
* Training & Development
* Summer and Christmas party
* Free tea and coffee provided daily
* Electrical vehicle charging points
* Staff lockers
* 30% discounts in our café
* Social activities including Tennis Tuesdays, Padel Wednesdays, Football Thursdays, all colleague days, cycling club, running club etc.

## Our Culture

*The LTA, through its vision ‘Tennis Opened Up’, is committed to creating a diverse environment where all colleagues feel included and a strong sense of belonging. We are proud to actively invite applications from all candidates who meet the essential criteria and can work in the UK. We commit that everyone will receive equal consideration for employment irrespective of your ethnicity, religion, sex, gender reassignment, sexual orientation, age, any disability, marital or civil partnership status, and pregnancy or maternity status.*

*We particularly welcome applications from:*

* *People from ethnically diverse communities*
* *Deaf and disabled people*
* *Members of the LGBTQ+ community*
* *People with lived experience of the UK's many and varied communities*

*The LTA Tennis Foundation is a new tennis charity that partners with brilliant people and organisations to improve lives through tennis. It shares the LTA’s vision of ‘Tennis Opened Up’, and it wants to use our sport to make a real difference to people across the whole country. All LTA colleagues have the chance to get involved with the LTA TF, with some directly involved in delivering and leading its work.*

*To truly deliver our vision of 'Tennis Opened Up', we believe it is critical that the LTA plays our part in contributing to a healthier and more sustainable society. We want to grow tennis in Britain, but do so in a responsible way, protecting and supporting the environment and working with everyone in the sport to tackle our climate impacts. We are committed to ensuring a lasting future for tennis in Britain, and our Environmental Sustainability Plan sets out how we will do this.*

*Find out more here:*

* [Life at the LTA](https://www.lta.org.uk/about-us/careers/life-at-the-lta/)
* [www.lta.org.uk/sustainability](http://www.lta.org.uk/sustainability)