



Tennis Industry Association UK

Brief for appointment of a part-time Social Media Project Manager

This is a unique opportunity for anyone interested in tennis who can harness the power of social media to help grow a tennis organisation.

The Tennis Industry Association UK, the not-for-profit membership trade organisation for the UK tennis industry, is seeking a Social Media Project Manager to help it increase its profile and positioning through the development of an effective social media presence.

This part-time post is for an Intern and is not a paid position, However some incentives will be provided. See clause 6

1. The TIA UK

The Tennis Industry Association UK (TIAUK) was formed in 1998 and is the official not-for-profit trade body for the UK tennis industry. Our main objectives are:

- To support all the UK tennis industry and promote products and services
- To provide industry news and best practice and collate trends, data and information
- To provide a platform for industry networking, member trading and for marketing opportunities
- To initiate and organise industry support towards efforts to increase tennis participation

We “bring together companies, clubs and individuals with business interests in tennis”

Our members range from major equipment brands to independent companies all working in the tennis industry. Our membership reflects the wide diversity of activity within the tennis economy, from building tennis courts, supplying rackets, balls, apparel and shoes, operating clubs and venues, delivering on-court activity, providing court and training equipment, selling tennis-related gifts and books, delivering research into tennis, offering project consultancy and technical advice, website design and marketing solutions and promoting new technology and innovation to drive and improve the sport.

Our key activities include:

- Representing the UK tennis industry
- Promoting member products and services
- Profiling innovation
- Delivering the annual ‘Business of Tennis’ Forum
- Collating and marketing the Industry Database
- Growing industry intelligence
- Developing working relationships with relevant organisations

The association has a Board of Directors and is run on a day-to-day basis by two executives on a part-time basis.

Further information can be found at www.tiauk.org

2. Current communications activity

The Executive Team is currently responsible for social media activity.

The TIA UK has recently refreshed its website www.tiauk.org and this is used as its main communication vehicle. It is regularly updated with information.

It has Twitter, Facebook and LinkedIn accounts and a YouTube channel but these are not used extensively. The website is linked to the Twitter and Facebook accounts. It has a database of some 2,000 including tennis clubs, organisations and leaders. The database receives quarterly blogs via the website.

The TIA UK has links with a number of relevant affiliated organisations with their own member database.

Paid-up members of the TIA UK also receive occasional member-only bulletins.

3. Purpose of position and activity

The main purpose of the role is to support the Executive Team and promote the organisation to the tennis world through the development of an effective social media presence. You will be responsible for the day to day delivery of engaging social media content in order to grow the TIA UK's owned social media channels, those primarily being Facebook and Twitter. There is a real opportunity available to take ownership for the currently basic channels and use your own initiative, ideas and creativity to nurture them into engaging and relevant platforms.

The key objectives are to spark conversation and engagement within the platforms, increase traffic to the TIA UK website and build our organisation's awareness in order to ultimately attract more companies and individuals into TIA UK membership.

4. Qualities and qualifications of preferred candidate

- Strong interest in tennis and sport
- Preferably a second year student in higher education looking to add experience to their CV
- Extensive knowledge and use of all social media outlets
- Self-starter and good at monitoring and reporting

5. Working arrangements

In conjunction with the Executive Team, you will set-out a work programme that suits both you and the team by the end of the first month of appointment. You will produce monthly activity reports in a form to be agreed.

There will be a meeting between you and the Executive team once every 2 months, preferably face-to-face (in London) or by Skype (if you're based further afield).

The Executive Team will be available at all times to resolve any issues and guide you, especially in the beginning of your role, but you will be expected to work independently in your own home environment and using your own initiative throughout your appointment.

6. Remuneration

The appointment is NOT a paid position, however you will be provided with the following:

- Reimbursement of all out of pocket expenses agreed in advance (e.g. travel costs for meetings with the Executive Team)
- Accreditation to attend Wimbledon during the first week of the Championships in 2018
- Free ticket for the TIA UK Business of Tennis Forum 2018 at The All England Club, Wimbledon
- Free ticket to the TIA UK Xmas Lunch in December 2017 at The Queen's Club

7. Term of appointment

The appointment is for 12 months, starting early October 2017.

8. How to apply

Together with a current CV, please send a covering letter detailing why you think you are suitable to be considered to be appointed and how the appointment will benefit your future employment prospects.

The deadline for receipt of applications is Monday September 25th 2017.

The covering letter and CV should be sent electronically to the following:

gilly@tiauk.org

Gilly English
TIA UK Ltd
PO Box 238
Tadworth
KT20 5WT

20 July 2017