

Position Title	Membership & Communications Manager
Occupant	Vacant
Business Unit	Marketing and Communications
Classification	Manager
Position Reporting to	Head of Marketing
Employment Status	Permanent full time
Location	Sydney Olympic Park Tennis Centre
Date	29/06/18

1. Position Purpose

The Membership & Communications Manager will have full responsibility for the servicing of, communication to and engagement with Tennis NSW members and affiliates. This comprises of over 550 clubs, venues and tennis centre operators across NSW and accounts for over 150,000 registered tennis players.

As well as providing the focal point for all Member related services and support, this role will also be responsible for all Member communication platforms including website, email, social and face-to-face forums and meetings. They will work closely with the Marketing team in assisting the roll-out of key tennis platforms, marketing programmes and member communications to ensure that all of Affiliates & Members are fully informed.

The role will also oversee our Member Services team who provide support to our Clubs, venues and operators on a range of matters including software support, affiliation and insurance information amongst other matters.

Finally, this person will also be expected to handle all incoming Member Protection enquiries to ensure that all Tennis NSW affiliates and members are adhering to the published policies and regulations in regards to Member Protection as Tennis NSW moves to ensure we are providing a child safe environment across the State.

2. Reporting and Liaison

a. Reporting to:

Head of Marketing

b. Positions Reporting to Job Holder:

Member Services Co-ordinators x 2

3. Key Relationships

a. Internal:

All Departments

b. External:

Tennis NSW affiliates, clubs, coaches and centre operators.

Tennis Australia Integrity & Participation teams

4. Authorities for Decision Making

Authority

tbc

5. Key Responsibilities & Performance Measures

No.	Key Responsibilities	Performance Measures
(i)	<p>Manage the Member Services team providing daily support to all Tennis NSW Affiliates and Stakeholders</p> <ul style="list-style-type: none"> □ Day-to-day management of the Member Services team (2 staff) □ Managing the Tennis NSW Affiliation process □ Developing a Tennis NSW Affiliate Programme offering valued added services & discounts to all Affiliates e.g. Utilities, Essential Services, Hardware 	<ul style="list-style-type: none"> □ Provide a professional and high level of customer support to internal clients and external customers. □ High-level of Affiliate satisfaction
(ii)	<p>Develop and execute a Member Communication strategy and action plan</p> <ul style="list-style-type: none"> □ Detailed communications calendar capturing all key Tennis NSW communications, activities and campaigns □ Build a greater understanding of our Affiliates information requirements □ Working in close collaboration with the Participation team in coordinating quarterly Regional Forums 	<ul style="list-style-type: none"> □ Publication of TNSW Communications plan □ Timely execution of agreed Communications plan □ Developing and delivering agreed periodical e-newsletters
(iii)	<p>Execute all relevant Tennis NSW Affiliate communications</p> <ul style="list-style-type: none"> □ Develop and deliver monthly newsletters to key Tennis NSW stakeholders including Clubs, Venues, Operators & Coaches □ Develop and deliver quarterly newsletter to all Tennis NSW council partners and affiliates 	<ul style="list-style-type: none"> □ Annual plan signed off by Leadership team □ Newsletters delivered on-time □
(iv)	<p>Maintaining all relevant Tennis NSW communication channels across digital, social and</p> <ul style="list-style-type: none"> □ Provide on-going editorial support for Tennis NSW's social media channels Facebook, Twitter & Instagram □ Respond to fans and answer queries across social media channels. □ Assist with developing and executing social media campaigns □ Play a key role in growing engagement with the following fundamental programs; Hot Shots, Cardio, Tennis, registered players acquisitions and all other Tennis NSW related events, projects and programmes □ Generate leads, relevant content and consumer-friendly posts. □ Source, shoot, edit and publish photos and galleries. □ Record and supply basic video content 	<ul style="list-style-type: none"> □ All channels kept updated and relevant. □ Increase interactions □ Increase social following and engagement □ Meet campaign deadlines □ Increase in user generated content by external influencers □ Timely responses to internal and external stakeholders. □ Content to meet TA's SM policy and standards.
(v)	<p>Assist with Marketing campaigns</p> <ul style="list-style-type: none"> □ Working with the Marketing Team develop marketing resources to assist each 	<ul style="list-style-type: none"> □ Campaigns executed on-time □ Meet deadlines

	<ul style="list-style-type: none"> Department meet their strategic objectives <input type="checkbox"/> Liaise with external designers and printers in respect of production of artwork, guides, posters etc. <input type="checkbox"/> Brief appointed graphic designers and printers in relation to the production of marketing collateral <input type="checkbox"/> Source quotes for production of marketing collateral 	<ul style="list-style-type: none"> <input type="checkbox"/> High level accuracy
(vi)	<p>Member Protection</p> <ul style="list-style-type: none"> <input type="checkbox"/> Work in close partnership with the TA Integrity team to provide the first point of contact for all Member Protection related enquiries <input type="checkbox"/> Capture, monitor and oversee all current Member Protection complaints lodged with Tennis NSW <input type="checkbox"/> Working closely with the Participation team, ensure regular, random spot checks are carried out to monitor compliance <input type="checkbox"/> Ensure that all matters relating to Member Protection remain at the forefront of both the internal and external Tennis NSW stakeholders. 	<ul style="list-style-type: none"> <input type="checkbox"/>
(vii)	Other roles as specified by the Head of Marketing.	
(viii)	<p>Environmental, Health and Safety Responsibilities</p> <ol style="list-style-type: none"> 1. Complies with Tennis NSW's OH&S policies and procedures 2. Takes reasonable care for the safety of his/her own health and safety and that of other people who may be affected by their conduct in the workplace 3. Seeks guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to the Manager 4. Participates in meetings, training and other environment, health and safety activities 5. Does not wilfully place at risk the health or safety of any person in the work place 6. Does not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare 7. Cooperates with Tennis NSW in relation to activities taken by Tennis NSW to comply with OH&S and environmental legislation. 	

6. Knowledge & Skills, Qualifications, Competencies, Behaviour & Attributes

Essential Knowledge & Skills

- Previous experience in a Membership or Stakeholder Management role – preferably in a sports governing body
- Experience in PR, Marketing Communications and/or Media Relations
- Experience in the use of electronic newsletter or communications software
- A tertiary degree in marketing, communications or a related field.

- Superior communication, analytical, negotiation and written skills;
- Proven experience in designing, implementing and reviewing marketing and communications strategies and campaigns that have delivered the desired outcomes within defined budgets;
- Advanced computer skills and information technology literacy;
- Demonstrated sound understanding and working knowledge of the media in Australia and in particular sport and local media;
- Previous experience in major events, preferably in the sports industry;

Desirable Qualifications

- Tertiary Qualifications, preferably in communications, marketing or sports management
- Experience using Word Press or similar software
- Knowledge of the Adobe suite

Competencies, Behaviours & Attributes

- Strong appreciation of tennis and sport in general.