

Middlesex Tennis Marketing and Communications Lead Job Description

1. Background

Middlesex Tennis takes responsibility for the administration and development of tennis throughout the County, from those just thinking of taking up the game to tournament players of all levels. The County Association affiliates to the LTA and upholds their rules and regulations. We work closely with the LTA to implement their vision of 'Tennis Opened Up' and support their mission to transform communities through tennis to make tennis welcoming, enjoyable and inspiring to everyone.

Great things happen in Middlesex Tennis, almost daily. We have a story to tell! Our performance players win international events, and a child with special educational needs hits a ball for the first time. In the summer 6,000 players compete in our Middlesex leagues. Our hard-working volunteers are often recognised locally and nationally. Our coaches teach engaging lessons, and our clubs and parks act around environmental sustainability. We have a fantastic story to tell and the more we tell it, the more our sport will grow!

The Middlesex Tennis Management Board is comprised of a group of volunteer Trustees, all of whom have a particular interest in tennis and specialist skills relevant to the organisation and its work. We constantly strive to improve and broaden the services we offer so that we give support and service of the highest quality to all those involved with tennis in the County.

Middlesex Tennis has a small team of salaried individuals that work with the Middlesex Tennis Trustees and other volunteers. We are looking for a diligent and motivated individual to assist the team and Trustees in leading the marketing and communications across the County. This role will be home based with a small amount of travel across the County for meetings and events, where required.

2. Why Join Us

- Work within a passionate and supportive team of staff and trustees dedicated to tennis development.
- Take advantage of our newly achieved charitable status to help develop tennis in Middlesex.
- Flexibility to role and working hours can be considered.
- We invite applications from all candidates who meet the criteria and can work in the UK.
- We commit that everyone will receive equal consideration 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

If you are passionate about tennis and have a flair for marketing and communications, we want to hear from you.

If you would like to know more about the role, please contact Andrew Lewandowski (Middlesex Tennis Manager) on 07971 141339 or andrew.lewandowski@middlesextennis.org.uk.



**Middlesex
Tennis**

3. Details

Job Title:	Middlesex Tennis Marketing and Communications Lead
Salary:	Competitive depending on experience
Contract:	12-month fixed term contract
Hours:	Up to 3 days per week
Location:	Remote working with some travel across the county for events and meetings
Interview Date:	Provisionally scheduled for 25 th July 2025

4. How to Apply

To apply, please email your CV together with a covering letter detailing your suitability for the role to the Middlesex County Office county.office@middlesextennis.org.uk by midnight on 7th July 2025.

5. Role

The Marketing and Communications Lead will be responsible for creating and managing social media content across the County's various social media channels, writing and editing website content, including news articles and webpages and using analytics to report on website performance. They will also be responsible for building the brand presence of Middlesex Tennis, ensuring branding, tone of voice and look and feel is the same across all platforms.

Specific Responsibilities

To implement and manage the Middlesex Tennis Communications Strategy to ensure the County stays relevant across all of our key stakeholder groups to include:

- Venues
- Players
- Coaches
- Sponsors and Partners
- Tennis Fans

To lead our communication channels in the following areas:

- Design and lead the weekly Middlesex Memo communication.
- Lead the Middlesex Website.
- Oversee all Middlesex social media accounts ensuring the most relevant content is posted which drives engagement and follower numbers.
- Design a quarterly Middlesex Tennis newsletter.
- Lead on the design of marketing collateral e.g., brochures, reports and enhancement to our social media accounts and website.
- In association with the Middlesex Tennis Manager, organise a series of venue and volunteer engagement events.
- Responsible for building the brand presence of Middlesex Tennis, ensuring branding, tone of voice and look and feel is the same across all platforms.
- Work alongside the Sponsorship Manager to devise and action the sponsor exposure and recognition programme aimed to both attract and retain new sponsors.

Content Management Responsibilities

- Assume responsibility for the development of a portal for easy submission of news and events related to Middlesex Tennis by coaches, club officials, and volunteers.
- Curate and edit content for the Middlesex Tennis website.
- Create marketing materials in line with the Middlesex brand.
- Work in partnership with the Middlesex Tennis Team in creating and implementing the Middlesex communications plan.
- Deploy regular, engaging posts across all relevant platforms.

6. Person Specification

- Strong communication and relationship-building skills.
- Proven experience in marketing, social media and content creation.
- Ability to write and design innovative, attractive, and appealing content.
- Knowledge of the sports industry, particularly tennis within Middlesex, is essential.