

The West Michigan Community Tennis Association is looking for a results driven individual to serve as our Community and Business Development Liaison as we break ground on our new facility slated to open in 2019. The perfect candidate will serve as our “Pied Piper” in the community, developing and implementing grass roots programs while engaging potential supporters and donors to support the mission of the organization going forward while exhibiting sound leadership, resilience, and optimism regarding the mission. Experience and proven success creating, growing, and developing tennis programs as well as familiarity with Grand Rapids is preferred. See job description below for specific duties and responsibilities.

Community and Business Development Liaison

Job Summary:

The Community and Business Development Liaison is an engaging and results driven individual who will successfully follow guidance of the WMCT Board of Directors to fulfill the mission of the organization: *Create a community of inclusion and offer opportunities to develop life skills thru the sport of tennis.*

The CBDL is initially tasked with implementing grass roots programming targeting individuals, schools, and groups of future tennis enthusiasts with the goal being to create ongoing satellite feeder programs that will eventually be housed at the WMCT.

Secondly, the COBDC will develop and engage with potential donors with the goal being to secure gifts, grants, and sponsorships from new and ongoing partners.

Duties and Responsibilities:

1. **The CBDL will implement grass roots programs throughout the community and meet monthly goals with regards to participation set by the Board of Directors.**
 - a. The CBDL will work closely with the consultant group and WMCT Board to develop strategy to successfully engage the community in outreach tennis programs
 - i. The CBDL will serve as the implementor of programs and attain or surpass monthly goals set forth by the WMCT Board of Directors pertaining to participation and outreach engagements.
 - ii. CBDL Will act as a conduit connecting the WMCT future home with its future members
 1. Build and maintain email lists that will serve as the primary source of communication to future members
 2. Create ongoing communications (monthly newsletter, tip of the week, etc.) to reinforce connection with potential members throughout the winter
 - iii. The CBDL will be the driving force to establish a satellite “home base” where programming can continue throughout the winter

1. Identify either space (for 10 and under programs) and/or courts that can be used for ongoing programs and lessons throughout the winter
2. Stay within budget created by the WMCT Board of Directors with regards to staffing
3. Ensure each program results in positive cash flow results and works within the confines of ratios established by the Board of Directors at all times

iv. Develop, support, and lead a staff of exceptional tennis instructors as the program grows and warrants supporting teaching

1. In conjunction with the Board and consultants, develop and implement progressive lesson plans for each satellite and "home based" offering
 - a. Each lesson plan should be supported by a definitive action plan that involves consistent marketing, messaging, and additional outreach programs
 - b. Each program offering will attain or exceed goals set forth by the WMCT Board of Directors

2. Initiate and coordinate visits with influential individuals and groups to solicit grants, gifts, and sponsorships for the project.

- a. Identify potential partners relevant to WMCT and cultivate those prospects that best align with WMCT strategic short and long-term priorities and needs.

i. Achieve monthly goals set with regards to impressions, presentations, and financial benchmarks by the WMCT Board of Directors.

ii. Solicit grants, gifts, and sponsorships from new and continuing partners

iii. Seek to recruit and partner with organizations willing to house satellite tennis programs on an on-going basis

3. Coordinate and implement fundraising events and programs that will create the following opportunities:

i. With the direction and support of the WMCT Sub Committee for special events, establish minimally one event per quarter that results in the following:

ii. Presentation to minimally 10 investors

iii. A tennis component (round robin/ group lesson)

iv. A collected donation that results in meeting or surpassing financial targets established by the WMCT Board.

4. Other responsibilities:

- a. Provide a weekly report to the consultant and WMCT President that has the following information:
 - i. Accomplishments/results from prior week
 - ii. Goals set for upcoming week
 - iii. Challenges that needed to be overcome
 - iv. A weekly financial spreadsheet clearly and accurately depicting the weeks activity.
- b. Negotiate best prices for equipment, program sites, etc.
- c. Manage payroll and stay within confines of budget created by WMCT Board of Directors
- d. Create accurate and transparent reports on a weekly basis
- e. Report accurate attendance for each program
- f. Successfully collect accurate information to build prospect lists for new entity
- g. Receive feedback in a positive manner and must be open to constructive guidance and direction from Board of Directors and Consultant

Key Performance Evaluation Factors

- Ability to meet or surpass revenue and participation goals while staying within allotted budget
- Ability to fulfill all duties listed above
- Ability to create and grow funding opportunities for project

Job Requirements:

- Minimally 2 or more years of Tennis MANAGEMENT experience
- Proven success raising funding for tennis programs
- An NTRP rating of 5.0 or higher
- Collegiate and pro playing experience preferred

Pay Structure: Salary with commission opportunities