



Position Title: Tennis Courts Advocacy Specialist

Supervisor: Executive Director

FLSA Status: Non-Exempt (Hourly)

Hours: Full-time - 40 hours per week

Location: Hybrid. Remote + Alameda office

Special Funding Circumstance: This is a 3-year role (grant-funded) with the intention that the section will continue to employ this person in year four.

Job Summary:

Active retention of tennis courts in Northern California. Advocate for our tennis community on behalf of existing tennis courts and facilities to ensure they remain available for use for our tennis community. This role/person will truly be the heartbeat of each community and be aware of developments occurring within the tennis, pickleball, and Padel arenas. A portion of this job will also be providing administrative support to the USTA NorCal Foundation.

Job success measurability will be based on the number of reports that come through Quorum, the frequency of appearances at the various meetings, and the number of courts retained and increased.

Duties and Responsibilities:

- Study and review incoming reports from Quorum (a software system that is used to scrape keywords from City Hall meetings, agendas, etc.), as well as review feedback from the community and staff on which tennis courts are potentially threatened. Based on findings, develop a portfolio of statistics (i.e. demographics, tennis participation numbers, etc.) that will be presented to support the tennis community.
- Develop a project tracker to keep track of project progress, timelines, and due dates. Regularly and proactively share and cohesively present project progress with the Executive Director (E.D.) and others.
- Nurture relationships with public and private facilities, lead and educate volunteer advocacy groups, and be a resource connecting facilities with opportunities (i.e. Tennis Venue Services).
- Research public facilities and assess tennis courts to determine if they are playable and if they are being properly utilized. If courts do not meet expectations then recommend

resources available and connect them with community staff to get remediation programs started.

- Develop relationships and consult with Community Tennis Associations as needed especially if growth in players is hindered by inability to access courts.
- Develop a comprehensive outreach plan to engage with public facilities to provide an assessment of their facilities and connect them with resources (i.e. Tennis Venue Services).
- Research and development of educational training modules for our tennis advocacy groups. These training sessions will include guest speakers to share best practices and success stories.
- Be available for discussions on any potential removal or addition of facilities.
- Attend all meetings within the section and ensure that USTA NorCal has a presence.
- Provide online or in-person training for volunteers and groups willing to help with the advocacy efforts.
- Follow up with staff or others to acquire information needed by E.D.
- Communicate and work closely with E.D. to assist in handling requests and inquiries from the Board of Directors and other stakeholders.
- Submit and reconcile reports, compile research, or enter data into spreadsheets and/or databases.
- Assist with administrative needs to help support the USTA NorCal Foundation.
- Complete special projects as required.

QUALIFICATIONS:

- Active business networking, client building, and sales experience.
- Self-starter, proactive, well-organized, extremely detail-oriented, and an assertive team player.
- Presentation and analytics expertise.
- Experience to confidently lead and/or work with groups (the public or volunteers) that are advocating to keep their courts, etc.
- Excellent organizational and time management skills.
- Ability to manage complex and competing priorities.
- Capable of handling multiple projects simultaneously with minimal direction.
- Excellent verbal and written communication skills.
- Excellent proofreading and editing skills.
- Proficient in Microsoft Office: Word, Excel, PowerPoint & G Suite.
- Working knowledge of Concur and expense reporting.

- Flexibility and ability to easily adapt to change.

EDUCATION & EXPERIENCE:

Bachelor's degree preferred, or 2+ years as Advocacy Specialist or equivalent experience in Tennis Industry or Sales. Experienced skillset to make a difference in supporting our tennis community to save as many courts as possible.