



Position Title: Marketing & Communications Specialist

Department: Marketing

Supervisor: Sr. Manager, Marketing

Location: Alameda office with the option to telecommute 3 days per week

Job Summary

Implement marketing tactics to bring greater awareness to USTA Northern California's programs, services, initiatives and brand. This role will apply numerous marketing tactics to accomplish our objectives, including emails, events, social media, website and promotional materials.

Duties and responsibilities include but are not limited to:

- Research, write and edit copy for emails, reports, blogs/feature stories, website pages, marketing collateral, videos and more.
- Collaborate with the internal department teams to execute communication strategies across a variety of channels.
- Maintain and update the website regularly, including executing day-to-day staff requests, USTA National updates, developing new website pages and blogs and creating basic graphics/photos to supplement website design.
- Help develop marketing messaging and outreach for a diverse range of audiences.
- Develop, post and monitor social media content on (Facebook, Instagram, LinkedIn, Twitter, etc.) to improve the visibility of USTA Northern California.
- Email marketing efforts including, content production, email design setup, distribution, list maintenance and produce analytics to share with the marketing team.
- Conduct interviews with various tennis players and industry professionals to produce content and marketing materials across a variety of channels.
- Collaborate on the creation of an editorial calendar that maps to the overall organization's goals, help maintain the calendar with deadlines and launch dates and implement strategies to ensure campaign deliverables are met.
- Implement basic design skills to create social media graphics to align with content.
- Attend events for photo and video coverage for use on social media and create content resources for USTA Northern California's emails/newsletters, website and collateral.
- Curate and co-manage a library of photos and videos.
- Support USTA NorCal's communications efforts around public relations, as well as USTA National communication initiatives.
- Ensure the execution of communication strategies that engage and connect the NorCal tennis community.
- Assist in helping plan and manage key annual USTA Northern California events and coordination, ordering and shipping of marketing materials, inventory and organizing of materials.
- Assist with video production as needed for the organization and/or help manage external contractors for video editing.
- Track and analyze the performance of the various communication strategies and iterate to optimize results as needed.

- Stay current with marketing strategies, trends and best practices.

Travel Requirements

- Attend local and national staff training and meetings as required by your supervisor.
- Ability to travel within the Section and occasionally outside the Section.
- Attend/supervise events assigned by your supervisor.
- Coordinate and attend meetings assigned by your supervisor.
- Must be available for travel, to work weekends and extra hours as necessary

Necessary Qualifications

- 2-3 years of experience in marketing, communications, social media, website, graphics or a related field.
- Excellent organizational, interpersonal and written communication skills
- Self-starter with demonstrated ability to initiate, plan, and execute projects.
- Excellent time management skills and the ability to deliver multiple projects under short deadlines.
- Experience writing for social media, email marketing, promotional marketing and blogs.
- Passion for tennis or the sports industry.
- Experience in social media platforms, including Facebook, Instagram, Twitter, YouTube and TikTok.
- Proficiency with Microsoft Office Suite, Google Suite, Adobe Creative Suite: Acrobat, Photoshop, InDesign, Illustrator, etc.
- Proficiency in digital software tools such as Bitly, QR Code Generator and Linktree.
- Experience with photography and video production and editing is also preferred.
- Ability to travel and work weekends as needed.

Bonus Points

- Experience with professional sports photography.
- Strong graphic design capabilities.
- Video or audio editing experience.
- Proficiency in Camera Raw, Premiere Pro, After Effects, etc.