



Position Description

Position Title: Director, Marketing & Engagement

Report To: Executive Director

Type: Full-Time Non-Exempt (1 FTE)

Salary Range: \$85,000 - \$105,000

A. PURPOSE OF POSITION:

To assist USTA Northern in its mission to promote and develop the growth of tennis through oversight of all marketing and development efforts - including public relations, communications, corporate partnerships, donor cultivation, and community outreach. This position will drive visibility and deepen customer engagement and loyalty at every level. Working in close partnership with executive leadership, the Director must be able to strengthen the brand and develop meaningful marketing content and strategies that showcase and share the benefits of tennis and USTA Northern programs and services.

B. MAJOR RESPONSIBILITIES:

1. Serve as senior advisor to the Executive Director and the Board of Directors on communications strategy, reputation management, organizational narrative, and fundraising practices.
2. Build a media list and incorporate a public relations strategy to increase the visibility of tennis and the USTA Northern brand across the region.
3. Execute and evaluate a comprehensive communications plan to engage partners and facilitate connections that support player recruitment and retention goals.
4. Oversee an organization-wide content calendar, collaborating with internal teams to identify key messaging and stories for publication and promotion through USTA Northern communications (website, newsletters, social channels, yearbook, etc.)
5. Ensure that external communications reflect the USTA Northern brand, convey relevant news and information, and adhere to professional standards.
6. Lead the strategy and execution of organization-wide fundraising efforts, advancing opportunities for corporate partnerships and donor cultivation.
7. Strengthen sponsor visibility, activation, and ROI through integrated marketing campaigns.
8. Oversee sponsorship, advertising, and exhibit sales for key events, including the Annual Meeting & Conference
9. Cultivate relationships with professional teams and governing bodies of sport across the market to drive multi-sport participation and increase visibility of tennis.
10. Enhance communication and collaboration with local tennis organizations (Tennis Facilities and Community Tennis Associations) to engage players with available programming.
11. Provide oversight and guidance to the Marketing & Engagement staff. Engage volunteers and contractors to support business needs.
12. In collaboration with the Director of Operations, plan and execute engagement events that foster meaningful connections with USTA members and increase our visibility (eg, US Open Viewing Party, Awards Gala).
13. Produce reports for the Executive Director and the Board of Directors on request.



C. KEY PERFORMANCE INDICATORS:

1. Revenue generated through sponsorships, donations, and special events
2. Customer satisfaction and retention
3. Communication metrics (views, likes, clicks)
4. Conversion of leads to active partners in growing tennis to support healthier people and communities
5. Event attendance and visibility

D. SUPERVISORY RESPONSIBILITY:

*Manager, Marketing & Communications
Engagement Specialist*

E. INTERNAL RELATIONSHIPS:

USTA Northern staff and volunteers, USTA National staff and volunteers

F. EXTERNAL RELATIONSHIPS:

USTA Members and Donors; Corporate Partners, Vendors, and Suppliers; Program Delivery Partners (CTAs & Facilities)

G. TRAVEL DEMANDS:

Required – Meetings and events throughout the Northern section (MN, ND, SD, and western WI) as needed.

Possible – National travel to USTA meetings and conferences as budget allows.

H. DESIRED QUALIFICATIONS:

1. Bachelor's degree plus a minimum of ten years of experience in the related field (Business Administration, Marketing, Communications)
2. Proven experience in corporate fundraising, event planning, and sales, preferably in the sports, entertainment, healthcare, or non-profit industry.
3. Strong networking and relationship-building skills, with the ability to engage and influence diverse stakeholders.
4. Exceptional communication, presentation, and negotiation skills.
5. Creative thinker with a keen eye for detail and a passion for delivering exceptional experiences.
6. Ability to work independently, manage multiple projects simultaneously, and meet deadlines in a fast-paced environment.

I. PHYSICAL DEMANDS AND WORK ENVIRONMENT:

This position operates primarily in a professional office environment and involves regular use of standard office equipment such as computers, phones, and audiovisual tools. The role also requires periodic travel to meetings, events, and organizational functions, which may take place in a variety of indoor and outdoor settings.

The physical demands of this position are consistent with light work. The employee may be required to sit or stand for extended periods, and occasionally move or lift materials,



equipment, or supplies weighing up to 20 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the role.