

TITLE OF POSITION: MARKETING & BUSINESS DEVELOPMENT SUPPORT

This role reports and works directly with the CEO to develop Tennis BC branded materials, sponsorship packages and communications, marketing packages, communication packages, Leith Wheeler Stanley Park Open sales, grant applications, on-site support, annual report and administrative support.

SCOPE OF RESPONSIBILITIES

General: To work in close conjunction with the CEO to provide support on various Tennis BC marketing, branding and business initiatives.

1. CREATION AND COORDINATION OF MARKETING MATERIALS, SPONSORSHIP COMMITMENTS
 - a. Prepare the annual report for the AGM
 - b. Develop signage, marketing materials, new program marketing plans and materials
 - c. Prepare sponsorship packages and communication packages, post event reports, liaise with partners,
2. LWSPPO and Event Support
 - a. Liaise with stakeholders to assist in approximately 10 events that Tennis BC hosts annually with primary focus to work on the LWSPPO
 - b. Provide advance administrative support, prepare documentation, order and organize materials and provide on-site support during the event as required, ongoing event coordination and communications
 - c. Develop annualized event calendar, sponsorship deliverables, coordination of materials
3. SUPPORT SERVICES
 - a. Provide administrative support to the CEO: organization of board meetings, Annual General Meeting and annual report preparation, communications, document filing and organization, HR programs, marketing materials preparation, Tennis Canada documentation, travel and general administrative duties
 - b. Ensure ongoing communication with members and member clubs through the CEO
 - c. Support of community development, team tennis, schools program sales
 - d. Participate in nation-wide marketing communications with Tennis Canada
4. GRANT WRITING
 - a. Support all TBC with writing grant applications, data base input, reporting requirements, research requirements,
 - b. Ensure ongoing TBC grant writing and reporting deadlines are met and assist or lead in the preparation of these reports.
5. BUSINESS DEVELOPMENT
 - a. Data base management and marketing emails and direct marketing pieces to drive business development



- b. New Program initiatives, new member development, public court programming
business development

SKILL REQUIREMENTS

1. Excellent communication skills and ability to work in team environment
2. Strong working knowledge of Mac computer graphics
3. Creative problem solving skills, formal marketing knowledge and writing skills, excel spreadsheet competency
4. Basic knowledge of tennis

PREFERABLE PRIOR EXPERIENCE or EDUCATION BACKGROUND

1. Marketing or communication degree or diploma preferred or prior marketing experience with Mac graphics and layout skills
2. History of business development, customer interaction, sales development
3. Knowledge of tournament tennis or other high performance athletics systems

Consideration will be given to applicants without the required skills or experience if there is a strong willingness to learn and the candidate has a strong tennis background. Tennis BC is committed to supporting our athletes looking to transition into the business world.

Please submit applications directly to mroberts@tennisbc.org

Deadline for submission Feb 25th 2017. Interviews may begin prior to Feb 25th.