

***From Playground to Podium:** As an organisation the ITF has a significant influence in tennis. We are involved in everything from inspiring grassroots initiatives to elite international competitions and all that falls in between. We have a touchpoint at every stage of a player's career across all levels and formats of tennis. From the Play and Stay Campaign to the Davis and Fed Cup podium, the ITF is engaged and committed to delivering tennis for future generations.*

## ITF ROLE OVERVIEW

<b>JOB TITLE:</b>	<b>Digital Content Coordinator, Davis Cup</b>
<b>DEPARTMENT:</b>	<b>Digital</b>
<b>REPORTING TO:</b>	<b>Senior Manager, Digital Engagement</b>
<b>LOCATION:</b>	<b>Roehampton, South West London (with some travel)</b>

We work to a hybrid model requiring a mandatory minimum of 3 days working in the office based in Roehampton, London and as part of this, Mondays and Tuesdays are 'anchor days' where all staff are obliged to work from the office.

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**International Tennis Federation (ITF) is the world governing body of tennis.** Founded in 1913, its purpose is to ensure the long-term growth and sustainability of the sport, delivering tennis for future generations in association with its 213 national and regional member associations. The ITF oversees the rules and regulations that govern international and national competition.

The ITF is responsible for the worldwide development of tennis through its highly regarded Development Programme, its Science and Technical department which monitors equipment and technology, and its Officiating department which oversees the education and advancement of officials. The ITF is the owner and co-owner of the two largest annual international team competitions in tennis, the Davis Cup and Billie Jean King Cup (BJKC) by Gainbridge and manages the Olympic and Paralympic Tennis Events on behalf of the IOC and IPC. The ITF organises over 1,500 weeks of men's, women's and junior tournaments on the ITF World Tennis Tour, ITF Beach Tennis Tour, UNIQLO Wheelchair Tennis Tour and the ITF Masters Circuit. The ITF upholds the highest standards of integrity and is a partner in the International Tennis Integrity Agency.

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### Overview of Department & Role

The Digital Engagement team is responsible for the reach and engagement across the ITFs digital ecosystem and is part of the ITF's Digital department. We are looking for a content marketing expert to focus on the day-to-day management of Davis Cup's digital footprint. On a daily basis, you will work closely with the ITFs in house digital department to manage and coordinate the competition's content strategy across all channels, including social media channels, website, app and OTT platform. An expert in developing and coordinating compelling and exciting content and campaigns you will be pro-active, creative and up to date on the latest social media trends. Ideally you will have worked in tennis but this is not essential.

You will be a positive team player with a hardworking attitude and a drive to deliver to the highest standard. You will embrace a hands-on approach and demonstrate confidence in order to work with a wide range of internal and external stakeholders. The Digital Content Coordinator will be measured on driving engagement, increasing website traffic, app registrations and newsletter sign-ups, as well as helping to raise awareness of ticket sales.

### Roles and Responsibilities

- Update content and manage content across the Davis Cup digital ecosystem, including Davis Cup OTT platform, website, social channels and App

- Manage and update our digital platforms using our CMS (website etc)
- Supporting planning of and execute all digital marketing campaigns and content creation for the Davis Cup competition across digital channels
- Work closely with the relevant Davis Cup and ITF departments, to create best in class digital marketing activities that support key goals including awareness building of the competition, ticket sales for the Finals, partner support and activation and reputation enhancement.
- Ensure consistent brand messaging across all digital channels and consistency of approach with the Davis Cup website.
- Coordinate freelancers, work with external agencies and support the coordination of content capture.
- Implement the ITF's Davis Cup content strategy to attract new fans, especially in younger age groups and emerging markets and to retain highly-engaged audiences in collaboration with the Digital Engagement team.
- Work with the Digital Insights Manager to ensure the content strategy is data-led to improve engagement and hit KPIs.
- Work with the Digital Engagement Manager and external suppliers to develop a new best-in-class Davis Cup website.
- Manage the content on the digital platforms, with a focus on live video and making best use of the extensive video archive.
- Ensure the content on the new Davis Cup app is up-to-date and engaging.
- Coordinate content across all Davis Cups Social media channels (Tik Tok, Youtube, Instagram, Facebook etc).
- Research and develop new content that promotes the Davis Cup competition and the World Cup of Tennis brand.
- Manage content plans and delivery, from ideation to publication.
- Ensure all static website pages are always kept up to date and reflect the ITF style guide.
- Brief freelancers ahead of major events and handle any administrative tasks associated – for example flights, hotels and invoices.
- Use keyword research to maintain SEO best practice and to influence static pages on the websites.
- Work as part of an in-house editorial team for each Davis Cup event week.
- Support the CRM Manager with specific newsletter requests for content.
- Provide weekend cover for the website when required.

*As the needs of the business can evolve rapidly this role may change accordingly, therefore this document should be viewed as guidelines which are subject to change.*

#### **Essential Skills and Experience**

- Experience of developing and coordinating effective digital content across multiple channels and platforms.
- Strong sense of creativity, imagination, and innovation.
- Excellent interpersonal skills, with the ability to collaborate with other departments, national associations and other key stakeholders.
- Solid knowledge of various social media platforms and digital content best practices.
- Strong project management and coordination skills.
- Ability to show initiative and work independently.
- Experience with web-based content management systems.
- Attention to detail – very accurate and timely.
- Experience commissioning and managing freelancers.
- Flexible – the role sometimes includes weekend work and long hours.

#### **Desirable Skills, Qualities and Experience**

- Understanding of website analytics tools, such as Google Analytics

- Ability to read and communicate in other languages.
- An understanding of the structure of ITF and World Tennis.
- Good knowledge of tennis would be a bonus
- Proficiency in photo and video editing software would be a bonus
- Excellent writing and editing skills would be a bonus

#### **What we offer**

- 25 days holiday per annum plus bank holidays
- Private Healthcare
- Group personal pension scheme, Life assurance and Wellbeing Allowance (subject to conditions)
- Health Cash Plan
- Lunch provided when working in the office (up to £9 per day)
- Complimentary healthy snacks and fresh fruit when working in the office
- Ride2Work Scheme
- Free parking onsite
- Working hours: based on 35 hours per week. Normal office hours are 09:00 – 17:00 Monday to Friday. Flexible working hours possible with core hours of 10am – 4pm

#### **To apply...**

Please email your CV and cover letter to [itf@serv-recruitment.com](mailto:itf@serv-recruitment.com) stating **Digital Content Coordinator** in the subject line of your email, clearly indicating in your cover letter whether you require sponsorship or a work permit to work in the UK either now or in the future.

*The ITF processes your applicant data in accordance with our Privacy Notice – Recruitment, which can be found on [our website](#).*

*A DBS check may be required of the successful applicant.*

*Equality, diversity & inclusion (EDI) is a fundamental priority for the ITF. Our philosophy focusses on embedding inclusive behaviours and processes across every element of our business practices*