

## Overview:

The Marketing Director at USTA Alabama will be responsible for developing and executing strategic marketing initiatives to grow and promote tennis throughout the state of Alabama. This position requires creativity, strong communication skills, and an ability to lead various marketing campaigns across multiple channels, including social media, websites, and public relations efforts. The role will also focus on community engagement, event promotion, and partnership management.

## Key Responsibilities:

- **Develop and implement marketing strategies** that align with USTA Alabama's mission to grow tennis participation statewide.
- **Oversee and manage all USTA Alabama social media accounts** (e.g., Facebook, Instagram, Twitter) to increase engagement, brand awareness, and participation.
- **Design and produce marketing collateral**, such as brochures, flyers, and promotional materials for events, tournaments, and membership programs.
- **Coordinate event promotion** for USTA leagues, tournaments, and community engagement programs, utilizing traditional and digital media.
- **Collaborate with staff, volunteers, and Community Tennis Associations (CTAs)** to ensure cohesive marketing efforts across all tennis initiatives.
- **Manage USTA Alabama's website**, ensuring that content is current, relevant, and optimized for users.
- **Serve as the liaison for media relations**, coordinating press releases, interviews, and coverage of USTA Alabama events.
- **Assist with the development of sponsorship proposals** and activation plans for USTA Alabama's events and programs.
- **Track and analyze marketing campaign performance**, making data-driven decisions to optimize future initiatives.
- **Oversee email marketing campaigns** including newsletters, event notifications, and targeted outreach.
- **Work closely with USTA Southern and USTA National partners** to align state-level marketing efforts with broader organizational goals.

## Qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- **Minimum of 3-5 years of experience in marketing** or a similar role (tennis experience is a plus).
- Exceptional **written and verbal communication skills**.
- Proficiency in **social media management**, website management, and digital marketing tools (e.g., Canva, WordPress, Hootsuite).
- Knowledge of **Microsoft Office Suite** (Word, Excel, PowerPoint), **Adobe Creative Suite**, and **email marketing platforms**.
- Experience with **sponsorship management** and event marketing is preferred.
- Ability to **multitask and manage time efficiently** in a fast-paced environment.

- **Creative thinker** with a passion for tennis and growing the sport within Alabama.
  
- **Work Environment**  
This position operates in an office setting with routine use of standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. At times, this position requires work offsite at trainings, meetings, tournaments and other special events. Weekend work is required from time to time, including attendance at tournaments and events.
- **Physical Demands**  
While performing the essential duties of this position, the employee is regularly required to speak and listen. The employee is required to stand and walk frequently. The employee needs to be able to lift 10-20 pounds. The physical demands described must be met by an employee to successfully perform the essential functions of this position.
- **Position Type and Expected Hours of Work**  
This is a full-time, in-office position. Typical days and core hours of work are Monday through Friday, 8:00 AM to 4:00 PM, but may require hours outside of the typical days and core business hours. This position requires occasional weekend work and travel due to tournaments, meetings and special events. This position is classified as exempt.
- **Travel**  
The position requires travel including but not limited to meetings, events and workshops within the State of Alabama as well as occasional out-of-state travel including nights and weekends.
- **EEO Statement**  
USTA Alabama is an equal opportunity employer. Reasonable accommodation will be made to enable individuals with disabilities to perform the essential functions of the job.
- **Supervisors**  
This position reports to the Executive Director.
- **Other Duties**  
This position description is not a comprehensive listing of all activities, duties or responsibilities required. Duties, responsibilities, and activities may change at any time, with or without notice, at the discretion of USTA Alabama.
- **At Will Employee**  
The employee in this position is an employee-at-will.

**Application Process:**

Qualified applicants should submit their cover letter, resume, and salary expectations to [jerriec@alabamata.com](mailto:jerriec@alabamata.com). Job will remain open until filled.