

Participation Team

JOB TITLE: Regional Tennis Participation Manager

RESPONSIBLE TO: Head of Region

LOCATION: This role is regionally based with a very flexible approach to coverage in the field

SALARY: From £29,500 per annum (dependent on experience) plus excellent benefits

ABOUT THE LAWN TENNIS ASSOCIATION

The Lawn Tennis Association is the national governing body for British tennis. Our mission is to get more people playing tennis, more often.

TEAM CONTEXT

The LTA Participation team work with teams from across the organisation and external partners to get more people playing tennis more often. This dynamic, customer focussed team are challenged with delivering the outcomes of the new participation strategy.

KEY RELATIONSHIPS

External	Internal
<ul style="list-style-type: none">Local Authorities, Leisure Trusts, Community Partners & ParksMembership Clubs, Indoor Tennis Centres and Commercial OperatorsTennis workforce (coaches, volunteers etc)Schools, Colleges, UniversitiesSport EnglandCSPs	<ul style="list-style-type: none">County AssociationsTennis FoundationHead of RegionRegional Tennis Competition CoordinatorRegional Tennis Services AssistantsFacility Project ManagerRegional Performance Co-ordinatorNTC Teams

ABOUT THE JOB

This role needs someone who has a passion for tennis and the benefits it can bring. You are able to engage and build relationships with existing and new partners to significantly increase the number of people playing tennis in the region. You will be a dynamic and forward thinking person who is adept at working in multiple environments, including local authorities, clubs, parks, indoor centres, schools, colleges and universities.

Although you are part of an overall regional team, you will work independently and need to be comfortable using your own initiative, making independent decisions and being accountable for those decisions.

ACCOUNTABILITIES

COMMUNITY TENNIS

- To work with the regional team to identify, establish and maintain **strategic partnerships with priority local authorities** to get more people playing tennis, more often
 - Establish city wide tennis development plans
 - Engage partners from across community, club and education environments
 - Up skill and develop workforce to meet the demands of the region
 - Enhance and increase activity and links between key venues (clubs, parks, education)
 - Introduce coaching, recreational & competitive opportunities in parks / leisure centres
 - Increase the number of opportunities for disabled people to play tennis
 - Enable effective promotion of tennis to raise awareness and increase participation
 - Enable clubs to deliver mass participation campaigns, product promotions and events
 - Support the attraction of capital and revenue investment
 - Monitor and evaluate the impact in each area
- To further develop the network of Community Indoor Tennis Centres to get more adults and juniors playing all year round

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CLUB TENNIS

- To work with the regional team to identify and support a targeted number of key clubs/commercial operators to increase membership and regular participation
 - Create annual club development plans
 - Develop the offer; membership, pay and play, coaching and competition programmes
 - Grow and develop coach and volunteer workforce
 - Support the extension of club activity into local park sites
 - Increase the number and quality of school, college and university links
 - Introduce technology solutions to improve how the club operates
 - Enable clubs to deliver mass participation campaigns, product promotions and events
 - Increase the number of opportunities for disabled people to play tennis
 - Support the attraction of capital and revenue investment
 - Monitor and evaluate the impact on each clubs membership, finances and participation

TENNIS IN EDUCATION

- To work with the Education Team to deliver the Further Education and Higher Education enhanced offers:
 - Identify key colleges and universities
 - Identify and develop student and teacher workforce
 - Implement traditional / non-traditional coaching, recreational and competition programmes
 - Support the effective promotion of tennis during fresher's weeks
 - Promote links to community and club venues (including where students live)
 - Support the monitoring and evaluation of activity
- To work with the Education Team to deliver the Primary and Secondary Schools offer in partnership with the Regional Tennis Competition Coordinator
 - To maximise delivery of the offer in identified priority areas
 - To liaise with the Regional Tennis Competition Coordinator to deliver the core offer across the region
 - To liaise with the Regional Tennis Competition Coordinator to monitor the impact of the offer across the region
- To support clubs, community venues and partners to deliver priority programmes such as Satellite clubs and PL4S, creating effective exit routes for participation and talent

GENERAL

- To support the Head of Region to develop, regularly review and evolve strategic and operational plans for the region
- To work with the Facility Project Manager to identify high priority facility development projects, to meet the needs of the existing and potential playing base
- To liaise with the Regional Tennis Competition Coordinator to support the development and implementation of an annual calendar of competitive opportunities, maximising the number of people competing on a formal or informal basis
- To liaise with the Regional Performance Co-ordinator to ensure talented players are identified and supported through the talent programme
- To develop, maintain and maximise output from regional and county partners including; Sport England, County Associations, CSPs, Leisure Trusts, StreetGames, Tennis for Free etc
- To work with the regional team to implement effective regional and county communication plans to support delivery against strategic outcomes
- To work with the regional team to ensure an appropriate workforce development programme is in place, including delivering effective training and mentoring

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- To manage allocated budgets and maximise investment in tennis through effective partnership working with County Associations, CSPs and other funding partners
- To be an ambassador for tennis in Britain by positively promoting the sport and those that work and volunteer within it
- To contribute to or lead on projects (as required) to support the delivery of the participation strategy and other LTA strategic objectives

PERSON SPECIFICATION

Qualifications

- Competent IT skills (Word/ Excel/PowerPoint/Databases/Microsoft Office/internet)
- Sports development and/or sports facility management qualifications are advantageous
- Full Driving Licence
- A satisfactory DBS disclosure

Skills / Competencies / Experience

- Strong collaboration and partnership building skills
 - Ability to negotiate with a broad range of partners to deliver shared outcomes
 - The ability to develop, maintain, and strengthen partnerships with others inside or outside the organisation who can provide information, assistance, and support
 - Demonstrable track record of working with a network of key partners to achieve shared goals
- Influencing and relationship management
 - The ability to look for and seize profitable opportunities (tennis return or revenue generation) with a willingness to take calculated risks to achieve desired outcomes
 - The ability to gain others' support for ideas, proposals, projects, and solutions
 - A track record of success in customer relationship management with the ability to empathise with and influence a wide range of stakeholders
- Decision making and accountability
 - The ability to work successfully as part of a team whilst also being comfortable to operate on own initiative and make independent decisions
- Time management and prioritisation
 - Strong organisational, time management and prioritisation skills, with evidence of developing and delivering plans to support operational objectives
 - Ability to work quickly and get things done
- Drive and motivation
 - Bought into the overall LTA strategy and demonstrates an ability to bring it to life at a local level
 - Positive attitude with a can do mentality
 - Tenacious and resilient
 - Willingness to learn and adapt
- Strong communication skills
 - Excellent communication and presentation skills with the ability to liaise and communicate with people at all levels
 - An ability to communicate and work effectively with both professional and volunteer workforce
- Strong technical knowledge of the sport and leisure industry

Participation Team

- Knowledge of the UK sports and leisure market, including; membership clubs, commercial clubs, parks, leisure operators and other key partners
- Knowledge and understanding of tennis as a sport and the way it is structured and administered
- Knowledge and understanding of the barriers and motivations that influence participation in sport
- Knowledge of Local Authorities and their role in developing active lifestyles