

USTA MISSISSIPPI

Job Title	Marketing Coordinator
Position Reports to	Executive Director
Work Schedule/Hours	Core Hours M-F, 9am-5pm, 35 hours weekly
FLSA Status	Exempt
Job Type	Full Time, Salaried, In Office, Full Benefit Package

Overview:

The purpose of this position is to coordinate and oversee all areas of marketing for USTA Mississippi, as well as working special events and other duties as assigned. This role specializes in developing marketing strategy and content, social media campaigns, website management, and coordination of special events and programs.

Position Qualifications:

- Marketing experience and related bachelor's degree preferred (but not required)
- Content creation (graphics, photo editing, video/reel production & editing, writing, podcast experience)
- Familiarity with website management preferred
- Advertising knowledge and experience preferred (Social media ads, Google ads)
- Various computer skills preferred (photo editing, graphics editing, Google Suite, Microsoft Office)
- Tennis experience and knowledge of USTA programs preferred, but not required

Summary of Responsibilities

- Oversee marketing strategies for organization and all programs (tournaments, leagues, events)
- Social Media management, oversight, and content creation
- Website management and maintenance- uploading content and keeping site up to date
- Serve as a marketing resource for staff, CTA's, local coordinators, and tournament directors to assist them with their marketing, content creation, and social media needs
- Produce monthly newsletter and write feature stories/human interest stories
- Oversee USTA Mississippi Awards process—promotion, application, notification, publicize, and coordinate Awards Luncheon for attendees and winners
- Develop and recruit corporate sponsorships and partnerships, develop relationships with business partners. Experience with corporate sponsors preferred
- Coordinate Annual Meeting awards function, and assist Tennis Foundation with Annual Meeting events such as the Silent Auction
- Attend USTA Section and National calls and meetings, align USTA Mississippi marketing strategies with USTA National's and use USTA Published Brand Guidelines
- Seek opportunities to promote tennis through media outlets of all kinds throughout the state
- Adhere to MTA's Code of Conduct, policies and procedures
- Assist with association's championships, tournaments, and special events as assigned
- Adhere to USTA Safeplay Procedures (background check & USOC Safesport Training)

Please note that this position description is not intended to contain a comprehensive listing of duties and responsibilities required of the employee for this job. USTA Mississippi reserves the right to change or assign other duties to the position at any time. To apply for the position, please submit resume, cover letter, and salary expectations to Russell Dendy at russelld@mstennis.com. If available, also submit a marketing portfolio of content produced. Only qualified applicants will be contacted. The position will remain open until filled.