



Job Title: Tennis iCoach Coordinator
Department: Tennis Development (Coach Education)
Responsible to: Research Development Officer
Location: ITF Coach Education Office, Valencia Spain.
Compensation: On request, dependent on experience

About Tennis iCoach

Tennis iCoach is a premier coach education website from the ITF. It publishes videos of practical drills, tennis specific sport science content and exclusive presentations from ITF Coaching Conferences worldwide. The professional development website offers members the ability to learn about cutting edge developments in the game from the world's top coaches and coach education experts. The website is published in both English and Spanish.

Overall purpose of the role

The role involves overseeing the continued growth of www.tennisicoach.com by providing an unrivalled digital professional development resource for coaches.

The job requires tennis and tennis coaching experience, but also someone with project delivery experience across English and Spanish languages. Sound administration skills are also key to this role, in addition to a passion for social media, web and digital.

The job is based primarily in Valencia Spain, and the successful applicant will be fundamental to ensuring that Tennis iCoach continues to be a leading professional development tool in the coaching industry.

Job Description

Administrative roles and responsibilities

1. Managing individual user memberships via Microsoft Dynamics CRM system. Tasks include but are not limited to email member support and queries in both English and Spanish language, account and subscription fixes, password resets and reporting on monthly membership sales.
2. Manage National Association and bulk memberships for member National Associations and other promotional/free members in both English and Spanish. Tasks include regular bulk imports (Via Microsoft Dynamics CRM) of new users to iCoach and providing usage reports to current member nations.
3. Complete invoicing and assist with budgeting/forecasting related to the Tennis iCoach project.
4. Co-ordinate the workload of the iCoach content editor: Collate monthly written reports on work completed and new content published.

Technical roles and responsibilities

1. To manage and oversee the production and publication of high quality coaching videos and resources on www.TennisCoach.com . Specifically co-ordinate and direct the iCoach Content Editor and provide clear guidelines and content briefs.
2. Select and prioritise the publication of new content based on quality, exclusivity and user appeal. Maintain balance across Spanish and English sites, as well as across content frameworks within each site.
3. Ensure quality control for recording, editing and publishing processes
4. Manage the accurate classification and tagging of all technical/coaching content within all media platforms and the ITF CMS.
5. Constantly strive to improve the website content, features and user experience. Coordinate development of improvement and new features with ICT Department.

Promotion and marketing responsibilities

5. Manage and drive all promotion and marketing strategies to increase both awareness and membership levels of Tennis iCoach.
6. Offline marketing responsibilities include: Promotion at ITF Coaching Conferences and other events, liaising with magazine and publications for advertising. Online marketing responsibilities include: Manage Google AdWords CPC advertising, Facebook, YouTube and Twitter Social media campaigns, oversee market research projects to gain new insights.
7. Analyse and monitor all user activity and web traffic using Google Analytics to identify user trends that can inform decisions for improvements to the website.
8. Analyse search engine performance and direct ICT activities to ensure continuous improvement in ranking.
9. Identify opportunities on ITF or 3rd party websites for advertising iCoach or undertaking other promotional activities.
10. Engage with iCoach users via monthly content newsletters and surveys to regularly assess service performance levels and solicit ideas for new content, site features, and other improvements.

Person specification

Qualifications

- Educated to degree level or equivalent (preferably sport sciences or related field)
- Qualified tennis coach

Required skills

- Strong tennis playing background
- English mother tongue - ability to work in Spanish essential
- Competent IT Skills
- Experience with Adobe Creative Suite programmes and/or Web content management systems a bonus



Personal attributes

- A passion for tennis and coaching
- Positive attitude with a “can do” problem solving mentality
- An affinity for digital, web and social media
- Diplomacy and strong communication

Interested candidates should email their CV and cover letter to coaching@itftennis.com with the e-mail subject line “Tennis iCoach Coordinator: Application” by January 11th 2015