



MEMBERSHIP & MARKETING MANAGER – Job Description

ABOUT THE EMPLOYER:

The OSTEN & VICTOR Alberta Tennis Centre (ATC) is a non-profit organization with a vision to be the best community-based tennis facility in Canada. Since beginning operations in 2016, the ATC has welcomed over 150,000 users to its facility. Regarded as one of Canada's top tennis facilities, the ATC was awarded Tennis Canada's Facility Excellence Award in 2017 as Canada's top year-round tennis facility and hosts the Calgary National Bank Challenger (ATP Challenger) annually. The ATC has become the heart of Alberta's growing tennis community and the ATC has redefined the operation and standard for major tennis facilities in Canada. In the spring of 2021, the ATC will embark on the first phase of its vision for the future, by expanding its year-round access to tennis.

Learn more at: www.albertatenniscentre.ca

POSITION OVERVIEW:

The Membership & Marketing Manager will be responsible for managing the Alberta Tennis Centre's (ATC) membership development, recruitment, and retention to achieve the ATC's strategic plan goals. The manager also oversees the organizational marketing plan and outreach efforts. These activities impact the organization's financial and membership goals.

The Membership & Marketing Manager will report directly to the CEO of the OSTEN & VICTOR Alberta Tennis Centre. The Membership & Marketing Manager may work closely with the Tennis Director, Accountant, Manager of Club Administration, and other staff members as directed by the CEO.

KEY JOB RESPONSIBILITIES:

1. Develop and execute a comprehensive marketing program for the ATC's membership recruitment, retention, and reenrollment. Key job responsibilities include:

MEMBERSHIP, COMMUNICATIONS AND OUTREACH

- Manage all membership/program sales, feedback and management (e.g., cancellations, renewals, on-hold requests).
- Manage membership and participant communications including responding to member queries and the production and inventory of membership and marketing material e.g., letters, memos, press releases, newsletters, e-blasts and brochures.
- Develop outreach and recruitment marketing materials and strategies to attract new members and ensure membership renewal of current members and program participants.
- Manage and coordinate the production of promotional materials for ATC events, including the Calgary National Bank Challenger and other fundraising and community outreach and networking events.
- Manage and update the ATC and Calgary National Bank Challenger website, including implementing regular content updates and ensuring the content is current.
- Support the CEO and Tennis Director in developing various materials, both electronic and hard copy.
- Develop and implement new membership recruitment/retention and engagement programs such (e.g., member passport).

MEMBERSHIP RELATIONS & SUPPORT

- Serve as the primary membership contact by providing support for ATC members, program participants. Respond to member and program feedback in a timely fashion and provide exceptional customer service
 - Manage and update ATC membership database to ensure the accuracy of members' records while maintain the overall integrity of the database.
 - Analyze membership data and identify trends and opportunities to increase membership and retention.
 - Oversee the collection of membership and program fees in collaboration with Manager of Club Administration.
2. Develop and oversee implementation of comprehensive marketing campaigns and promotions to support a wide variety of ATC programs, publications, and services to grow revenue. Key responsibilities include:

COMMUNICATIONS & MARKETING

- Develop strategy, manage and grow ATC social media & e-newsletter engagement and platform, monitor technology trends.
- Assist with website redesign. Review all website content, assist with vendor research, RFP and project schedules
- Help market and administer ATC/Friends of Ron Ghitter Fund for Kids Fundraising and Capital Campaign and individual giving programs.
- Respond to email inquiries and facilitate information sharing to appropriate department contact.
- Manage mailing lists and use marketing software to develop effective marketing campaigns that target relevant audiences.
- Provide customer services to ATC members and Program Participants for annual/program retention.
- Collaborate on marketing ideas and opportunities with the ATC Team; assist with partnership proposals as required by the CEO and/or Tennis Director.
- Assist in creation and execution of all key promotional material (print, digital and video) campaigns for ATC including annual report, official communications to members and program participants and its events (e.g., Calgary National Bank Challenger and more).

WEBSITE / SOCIAL MEDIA

- Coordinate website and ensure all content is up to date, measuring the reach of specific website content and ensuring the website performs at optimal capacity to support the ATC mission, outreach strategies and events.
- Serve as point-of-contact for website posting requests and website updates are fulfilled in a timely manner.
- Develop and execute email marketing campaigns (newsletter, event invitations, social media posts).
- Maintain website SEO, keep track of analytics. Monitor and evaluate emerging technology and platforms.
- Develop and execute multimedia-based social media campaigns, using the most relevant effective tools and platforms.
- Manage social media accounts and workflow, keep track of analytics, and respond to comments and story posts.
- Ensure the ATC brand is amplified in all social media channels where ATC is present, monitor comments, keep track of analytics.

OTHER

- Serve as a key information resource for members, program participants and others.
- Serve as a first point of contact for customers/members by providing information about the club programs and routing inquiries to the appropriate internal contacts within the club.
- Addressing the emails, phone, and voicemail inquiries in courteous and timely fashion.
- Oversee and provide Member Service Team support as required including (staff management, tasks, duties and operations)
- Support the Manager of Club Administration and the CEO with membership and program administration as well as the maintenance of membership files.
- From time-to-time, other duties may be requested by the CEO.

SKILLS & QUALIFICATIONS REQUIRED:

- Bachelor's degree in Marketing, Communications, Sport Management, Digital media, or a related discipline.
- Experience writing, editing, managing social media projects, and developing images and videos for online platforms
- Experience in graphic design, infographics, content management systems, experience with social media platforms
- Outstanding communications skills both written and oral
- Exceptional organization skills and time management skills
- Creative and innovative thinker
- Willing to work some evenings/weekends as required
- 3 to 5 years' experience working in an office environment
- Computer literacy is essential with proficiency in Outlook and Microsoft Office Applications (Word, Excel and Powerpoint). Experience with web-based systems that are role based and essential: Club Automation, Mail Chimp, Canva or other and website software.

HOW TO APPLY:

Submit resumes and a cover letter as well as your salary requirements by email to: careers@albertatenniscentre.ca

The OSTEN & VICTOR Alberta Tennis Centre is an equal opportunity employer committed to creating an inclusive work environment. We thank all applicants, however only those selected for an interview will be contacted.