



Digital Strategy Manager

Department Marketing

Work Location Remote

Summary:

Essential Duties & Responsibilities:

- Plan and facilitate content capture opportunities on-site at tournaments for the WTA's digital and social media channels and for wider distribution
- Build, plan and implement a formalized and best-in-class content syndication and distribution process
- Work with the social, web and WTA Media to align on content capture opportunities prior to arriving on-site at tournaments
- Work with PR to create and facilitate new player content opportunities while on-site
- Empower and educate wider PR team as to content capture opportunities (via mobile phones), while on-site for delivery to social media team
- Support the Senior Director, Digital Content with the development and implementation of the Digital Strategy
- Liaise with PR team to ensure that the Aces program is optimized for content capture and delivery across our digital and social platforms
 - This includes the creation and completing of pre-concept document and post-publishing analytics snapshot
- Align with comms department to support the business' efforts to embrace and support 'purpose' led partnerships and initiatives
- Organize and create tracking documents that can be shared with other departments (PR etc) for alignment on content capture plans
- Work with the tournament marketing team to ensure adequate digital content support for tournaments is provided
- Support the digital and social teams with fresh thinking and ideas for content capture
- Other duties as assigned

Education and Experience:

- Bachelor's degree
- Three years professional tennis event or other sport and entertainment event-related experience.

Required Skills and Competencies:

- Develop and nurture strong working relationships with PR, commercial, digital & social teams
- Success in this role requires close and regular partnership with the above departments regardless of geographic location
- Create a system that enables you to organize and stream-line content capture ideas, as well as facilitating the execution of these ideas
- Excellent interpersonal, written and verbal communication skills
- Ability to use word, excel, smart sheets and online project management tools
- Measurable contribution to the smooth running of the department, timely delivery of assets and successful completion of projects
- Perceived as a positive ambassador for the WTA at all times when interacting with external partners, whether in the office or on site
- Uphold WTA Core Values: Be Progressive, Collaborative, Passionate, and show Integrity. These core values set the tone in everything we do, help us succeed on and off the court, make a difference in the community and create a premier, compelling global sport entertainment experience. It is important that the person in the position commits themselves to these core values so that we can constantly move forward in the same direction – Together.

Travel Requirements:

May require domestic and international travel

Work Environment/Physical Demands:

Work environment characteristics described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Working Conditions

The noise level in the work environment is usually quiet to moderate. The passage of employees through the work area is average and normal.

Physical Demands

The employee is required to sit for long periods; use close/distant vision; hear using the telephone; bend at the waist and knee; communicate verbally and electronically with worldwide constituency; use hands and fingers to operate a computer and telephone keyboard. Must be able to lift 50 lbs.

The WTA is an Equal Opportunity Employer.