



Manager, Communications

Department	Communications
Work Location	US or UK
Reports To	Director, On-Site Communications
FLSA	Exempt
Classification	
Last Revision	7/7/21 by Lori Rossi

Summary:

Essential Duties & Responsibilities:

- The Communications Manager role provides an opportunity to be part of a global Communications team that supports and promotes players and tournaments of the WTA Tour, with a focus on the exposure, awareness and media attention surrounding professional women's tennis.
- For assigned tournaments, develop strategic media plan in coordination with Tournament Media Director to deliver local, regional and international coverage, coordinate player and agent outreach, service media requests and execute WTA ACES player appearance program
- Work with Tournament Media Manager to review credential requests and manage on-site media office
- Provide tournament and event-based storylines for content development; assist with content creation onsite at Tournaments
- Responsible for the execution, regulation and development of the ACES program at assigned tournaments
- Assist in the daily media monitoring, analysis and distribution of WTA coverage
- Assist in the creation and distribution of department newsletters and daily results emails



- Prepare match notes and statistics for international media on a weekly and sometimes daily basis, notably during non-travel weeks
- Assist in the writing of announcements and press releases
- Assist in the management of WTA Coaches Program and oversee media activities associated with the Program
- Proactive pitching preparation framing the WTA, the athletes and tournaments to media outlets for external coverage, in both sports and non-sports media outlets
- May be involved in cross-platform content ideation and development
- Other duties as assigned

Education and Experience:

- University Education in Communications, Public Relations, Journalism, Sport Management or equivalent;
- Three years or more of previous experience in tennis, sports or entertainment, public relations/ marketing/ journalism;

Required Skills and Competencies:

- Excellent verbal and written communication and public speaking skills;
- Excellent interpersonal skills/team-oriented;
- Foreign language skills desired
- Must be outstanding in ability to work in a fast-paced environment with multiple demands and priorities;
- Creative writing ability;
- Knowledge of media relations and practices;
- Good understanding of social media platforms;
- Tennis knowledge desirable;
- High level of professionalism;
- Self motivated and ability to work independently;
- Strong experience with business software of Microsoft Office.
- 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:

Must travel up to 70% to domestic and international destinations (Estimated 120 travel days per year)

Supervisory Responsibilities:

None

Position Type/Work Schedule:

Full Time, 40 hours a week. Typical schedule will be Monday-Friday. Some weekend work required throughout the season (January to November)

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.



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