



## CUSTOMER ENGAGEMENT ASSISTANT

<b>Responsible to</b>	<b>CUSTOMER ENGAGEMENT MANAGER</b>
<b>Location</b>	<b>National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ</b>
<b>Contract details</b>	<b>Up to £23,000 per annum, dependent on experience</b>

### About the role

LTA's vision is "Tennis Opened Up" and its mission is to make tennis Relevant, Accessible, Welcoming and Enjoyable. The Marketing and Commercial Team is responsible for creating and delivering LTA's marketing strategy to help deliver against this mission in addition to managing commercial relationships with existing and future partnerships.

The Customer Engagement Team is responsible for building the LTA's relationship with Players and Fans and key members of the game's infrastructure, clubs, counties, volunteers.

LTA Customer Engagement team look to maximise the potential of British Tennis by developing and implementing a strong personalisation strategy to better communicate and build relationships with LTA stakeholders and all people involved in tennis in Britain.

The Customer Engagement Assistant will support the Customer Engagement team in the delivery of email and digital communications which will position LTA as a leader in the field. The role holder will be fundamental to the delivery of LTA campaigns to LTA Members, players, clubs, regions, workforce and fans ensuring all communications and are delivered to in a timely and effective manner. This role will work with the Marketing and digital team to deliver and execute an integrated communications plan supporting our VMOST (Vision, Mission, Objectives, Strategies and Tactics).

### Key Accountabilities

- Build strong working relationships with business stakeholders
- Develop communication plans, including content and targeting to support with the delivery of various business strategies e.g. Tennis for Kids, Ballot, LTA Membership, fans, major events, county and regional communications
- Build and deliver CRM programmes and campaigns for different departments across the business
- Ensure key messaging is relevant and targeted to the audience and a creative approach is adapted to maximise engagement
- Use A/B testing to enhance engagement and improve ongoing targeting and messaging
- Understand LTA customer relationships and recognise that all communications should be as personalised as possible to develop the relationship and identify who the audiences are.
- Consistently gather and provide insight and learnings to feedback from Customer Engagement initiatives into the delivery of the LTA membership programme in line with other British Tennis products and Services
- Understand customer journey mapping, to monitor and maximise customer engagement, identifying touch points and opportunities to further engage and deepen relationships
- Identify and implement proactive ways to recruit new members, fans, and players, and retain existing ones with relevant campaigns and automated programmes.

- Understand the role of KPIs and report campaign performance to the team and stakeholders
- Appreciate the importance of data protection policy and work with the team to ensure data capture methods are adhered to at all times to ensure compliance and best practice.

## Person Specification

### Previous Experience of:

Experience of working in a Customer Engagement/CRM function or have Membership or Marketing experience	Essential
Experience of working within an organisation with different audiences	Essential
Experience of working with data	Essential
Experience of working in a multi team and cross functional environment	Desirable
Experience of working on multiple projects at any one time	Desirable

### Knowledge, Training & Qualifications:

Educated to degree level or equivalent	Essential
High IT literacy, knowledge of all MS Office applications (Word, Excel and PowerPoint)	Essential
Experience of using an ESP: Salesforce or Dotmailer preferable	Essential
Experience of working with Google Analytics and website CMS	Desirable
Experience of working with Salesforce and Marketing Cloud	Desirable

### Personal Attributes

<i>Teamwork</i>	<ul style="list-style-type: none"> <li>• Build effective relationships at all levels to influence and support others</li> <li>• Work effectively, inspiring and motivating a team</li> <li>• Ensure you are contributing to the team and organisation goals</li> </ul>
<i>Integrity</i>	<ul style="list-style-type: none"> <li>• Excellent problem solving and decision-making skills</li> <li>• Accuracy and attention to detail</li> <li>• Ability to work independently to meet challenging deadlines</li> <li>• Take ownership and responsibility for your work</li> <li>• Good understanding of the importance of using data appropriately</li> <li>• Ability to prioritise and work to tight deadlines, able to respond to changing priorities</li> </ul>
<i>Passion</i>	<ul style="list-style-type: none"> <li>• Passionate about the Vision and Mission of the LTA</li> <li>• Desire to develop a career in Customer Engagement</li> <li>• Willingness to work flexible hours with ability to vary work patterns and prioritise tasks to meet the changing needs of the business, as and when required</li> <li>• Thinks creatively and with confidence</li> <li>• Maintain a positive mind set in the face of difficult or pressured situations</li> </ul>
<i>Excellence</i>	<ul style="list-style-type: none"> <li>• Adaptable and highly organised, with the ability to multi-task and prioritise</li> <li>• Help others in the team grow and learn</li> <li>• Excellent copy writing, planning and organisational skills</li> <li>• Strong attention to detail</li> <li>• Excellent understanding of personalised communications</li> </ul>