



Who we are

The future is bright for tennis in Canada, and you will be right in the middle of it all at Tennis Canada! A national sport organization with a mission to lead the growth of tennis in Canada and a vision to become a world-leading tennis nation, Tennis Canada seeks to grow participation across Canada and develop champions on the international stage. Tennis Canada also owns and operates the Rogers Cup presented by National Bank tournaments in Toronto and Montreal, two of the best-run sporting events in the world which annually bring the globe's best tennis players to Canada. In recent years, Canadian tennis has seen historic achievements, with players reaching Grand Slam finals and record high world rankings, and participation and interest on the rise. Join us as we look to build on this exciting momentum and produce even greater results. We are a team of innovators, who are passionate about our work and pursue excellence together every day.

What we are looking for

Digital and Social Media Manager

Reporting to the Chief Marketing Officer, the position holder is responsible for developing and executing the vision, strategies and tactics for all Tennis Canada social and digital platforms (Tennis Canada, Rogers Cup and Coupe Rogers brands) This role, supported by a Community Manager in Montreal, helps deliver on Tennis Canada's mission to grow interest and participation in Tennis in Canada, drive attendance to Tennis Canada's key events (Rogers Cup, Coupe Rogers, Davis Cup and Fed Cup, and Coupe BN) and build Tennis Canada's brand awareness and equity.

- Develop and execute a plan that increases traffic and engagement against designated targets on our social and digital platforms, delivering against TC's strategic pillars;
- Streamline and optimize content: Develop a strategy for the creation and deployment of compelling content that drives higher breakthrough and viral amplification (quality over quantity), that efficiently leverages content available through our partners (ATP, WTA, ITF, USTA) and can be shared with other stakeholders;
- Manage online Tennis Canada matters and the digital Tennis Canada brand;
- Identify emerging trends, technologies and opportunities to grow and innovate in the digital space;
- Identify and negotiate partnerships that help drive reach for our content and brands;
- Use website and social analytics to measure results, and drive strategy and content;
- Ensure website content and functionality deliver on TC's key priorities and needs (Tennis development, Corporate Partnerships, Customer Experience, etc);
- Create revenue generating opportunities and support execution of CP's commitments across digital and social platforms;
- Monitor and respond to feedback on social and digital platforms in a professional manner, consistent with TC's values;
- Create, manage and maintain editorial guidelines and overall standards for digital and social content that are in line with TC's values;
- Collaborate with the rest of the MarCom team to amplify relevant MarCom initiatives in the social and digital space;
- Create strategic digital marketing and communication plans related to overall TC initiatives and objectives;
- Exercise news judgement for content reporting and messaging of news;
- Manage and coach direct report as well as freelance help as required;



- Track budget;
- Create social/digital content as required for TC platforms;
- Execute website change requests in support of other departments (mainly Tennis Development and Corporate Partnerships).

Who you are

- University or college degree in marketing, journalism, communications or related field;
- At least 5 years of experience in digital and social marketing (some experience in sports media is a strong asset);
- Proven ability to create strategy and lead social/digital initiatives that drive traffic and engagement;
- Strong writing and editing skills, experience in producing copy of varying tone and messaging;
- Strong ability to come up with creative and innovative ideas that deliver on strategic goals;
- Experience providing clear directions/briefs to agency/studio;
- People management experience;
- Curiosity, a passion for the social/digital space and a keen interest in trends and media;
- Ability to be both strategic and opportunistic (seizing the moment);
- Experience in working in a newsroom (asset);
- Demonstrated track record of strong news judgment and editorial tone;
- Experience with social platforms, analytics tools, CMS systems;
- Experience using Word, Photoshop, Final Cut Pro, WordPress;
- A team player with excellent communication and relationship-building skills;
- Knowledge of tennis (asset);
- Knowledge of French (asset).

Working conditions

Given the nature of the role, it requires the ability to work flexible hours (timely monitoring and posting). This role has one full time direct report based in Montreal. It also oversees the relationship with a digital agency, interns and additional freelance staff as required and particularly during Rogers Cup/Coupe Rogers.

What's in it for you

- Be part of a dynamic organization that makes a difference across Canada;
- Get in the game! Join the Rogers Cup team;
- Be part of an innovative, vibrant and passionate team;
- Join the organization that sets the standard and always strives for excellence.

Interested?

Send us your resume at resumes@tenniscanada.com