

Marketing Manager

Position Summary

Tennis Memphis is seeking a creative, highly organized, and mission-driven Marketing Manager to lead the organization's marketing, communications, digital presence, and storytelling efforts.

The Marketing Manager will be responsible for developing and executing marketing strategies that strengthen awareness of Tennis Memphis programs, facilities, community impact, partnerships, and events. This position requires a strong communicator who can translate the organization's work into compelling stories across multiple platforms and maintain a consistent, professional brand presence.

The ideal candidate is energetic, outgoing, detail-oriented, deadline-driven, and comfortable building relationships with staff, community partners, participants, donors, and the public.

Primary Responsibilities

Marketing and Communications

- Develop and implement an annual marketing and communications strategy aligned with the mission and priorities of Tennis Memphis.
- Create compelling written and visual content that communicates the organization's programs, community impact, successes, partnerships, and events.
- Maintain a consistent organizational voice, brand identity, and messaging across all communication channels.
- Identify opportunities to strengthen public awareness and community engagement.

Storytelling and Content Development

- Develop stories highlighting participants, programs, staff, facilities, community partnerships, donors, and organizational accomplishments.
- Interview participants, employees, partners, and stakeholders to develop authentic and engaging content.
- Produce written content for websites, newsletters, social media, donor communications, presentations, and promotional materials.
- Maintain an organized library of photographs, videos, testimonials, program information, and other marketing assets.

Social Media

- Develop, manage, and execute social media campaigns across appropriate platforms.
- Create and maintain a regular social media content calendar.
- Develop engaging posts, graphics, photographs, videos, and other digital content.
- Monitor engagement and campaign performance and use analytics to improve future communications.
- Respond appropriately and professionally to public engagement on organizational social media channels.

Website Management

- Maintain and regularly update the Tennis Memphis website.
- Create and revise webpages, program information, event listings, photographs, registration links, and other digital content.
- Ensure website information is accurate, timely, accessible, and consistent with organizational branding.
- Coordinate website improvements and assist with website construction, redesign, and optimization as needed.

Newsletter and Email Communications

- Develop and distribute a professional organizational newsletter on an established and consistent schedule.
- Coordinate content from departments and leadership to ensure newsletters accurately reflect organizational activities and priorities.
- Maintain email communication calendars and assist with targeted email campaigns.

Events and Community Engagement

- Support the promotion of tournaments, programs, fundraising initiatives, special events, and community activities.
- Attend selected programs and events to capture content and represent Tennis Memphis.
- Build positive relationships with community organizations, media contacts, partners, participants, and other stakeholders.

Education and Experience

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or a related field required.
- Minimum of three years of professional marketing, communications, public relations, or related experience.
- Demonstrated experience developing and managing social media campaigns.

- Experience with website maintenance and website development or construction.
- Demonstrated ability to create newsletters, digital campaigns, and other organizational communications.
- Strong writing, editing, proofreading, and storytelling skills.

Required Skills and Qualifications

The successful candidate will demonstrate:

- Exceptional attention to detail.
- Strong organizational and project-management skills.
- Consistent ability to meet or exceed deadlines.
- Excellent written and verbal communication skills.
- Creativity and strong storytelling ability.
- Confidence engaging with the public and building relationships with diverse audiences.
- Ability to manage multiple projects simultaneously.
- Ability to work independently while collaborating effectively with multiple departments.
- Strong judgment and professionalism when representing the organization publicly.
- Commitment to accuracy and consistency in organizational communications.
- Genuine belief in and enthusiasm for the mission of Tennis Memphis.
- A proactive, energetic, and relationship-oriented approach to work.

Preferred Qualifications

- Experience working for a nonprofit, community-based, youth-serving, recreation, sports, or educational organization.
- Experience with graphic design and content-creation platforms.
- Experience with email marketing and contact-management systems.
- Experience using social media and website analytics to measure campaign effectiveness.
- Photography and basic video-production experience.

Work Environment

This position requires regular collaboration with employees across Tennis Memphis facilities and may include attendance at programs, tournaments, community events, and organizational activities outside of traditional office hours. This is a full time position.

Tennis Memphis is an equal opportunity employer and welcomes qualified applicants who share our commitment to serving the community through tennis, education, recreation, and opportunity.