



Assistant Customer Lifecycle Manager

Responsible to	Customer Lifecycle Manager
Location	National Tennis Centre, 100 Priory Lane, Roehampton, London, SW15 5JQ (with the requirement to work from the office a minimum of three days per week, including Mondays).
Salary	Up to £43,000 per annum depending on experience

About the Role

The LTA's vision is 'Tennis Opened Up', and our mission is to transform communities through tennis, focusing on three areas – making tennis welcoming, enjoyable and inspiring to everyone.

The Marketing and Customer Strategy department exists to broaden the relevance and increase the visibility of tennis all year round in order to grow fan engagement and participation. It seeks to do this by:

- Developing and executing our brand platform for tennis: Play Your Way.
- Building content and communications that increase levels of fan engagement, drive new participation and win back lapsed players.
- Working with partners to amplify and maximise our efforts to open tennis up.

The LTA's Customer Strategy team sits at the heart of growing tennis and padel in Britain. We connect millions of Fans, Players, Competitors, Coaches and Venues to the sport, shaping experiences that feel personal, relevant and genuinely valuable at every stage of the journey.

We're now looking for an Assistant Customer Lifecycle Manager to support the delivery and optimisation of our customer lifecycle activity. This is a hands-on role with real responsibility: you'll build and improve the journeys that engage and retain our audiences across email, push, in-app messaging and website personalisation.

Reporting to the Customer Lifecycle Manager, you'll combine technical execution with data-led thinking. If you care about customer experience, enjoy working closely with data, and like seeing your work go live and perform at scale, this role offers meaningful impact and room to grow.

Our Support to You

When applying for our roles, you will be asked as part of our application process if you require any adjustments or support during the recruitment process. Adjustments could include extra time for assessments, interview questions in advance, alternative formats for materials or wheelchair access. Any information you provide will be treated in confidence and only used to make sure you have the best possible experience with us.



Key Accountabilities

You'll support the execution and continuous improvement of lifecycle programmes across onboarding, engagement, and retention. That means:

- Building and optimising personalised CRM journeys across email, push notifications, in-app messaging and website personalisation.
- Managing end-to-end delivery of lifecycle projects from discovery to implementation by enabling cross-functional collaboration across Data Strategy, Customer Engagement, Technology and Product teams.
- Working hands-on within MCO and CRM platforms to create audiences, triggers, journeys and content logic.
- Implementing lifecycle strategies defined by the Customer Lifecycle Manager, ensuring delivery is accurate, timely and high quality.
- Running A/B and multivariate tests, analysing results and applying insights to improve performance
- Supporting retention and re-engagement activity through targeted automation.
- Collaborating with Customer Engagement team to deliver and optimise lifecycle journeys to maximise engagement and advocacy with Advantage members whilst delivering commercial revenue.
- Ensuring all campaigns meet GDPR, accessibility and brand standards.
- Identifying practical opportunities to improve segmentation, targeting and automation.
- This role is accountable for execution excellence, performance optimisation and operational reliability.

Why this Role Matters

- Customer engagement plays a critical role in how the LTA grows participation, competition and fandom in tennis and padel. The journeys you build will directly influence how people discover the sport, stay involved and feel connected to it.
- With automation and personalisation central to our strategy, strong lifecycle delivery ensures our communications are relevant, well-timed and genuinely useful. This role helps turn strategy into reality.

What You'll Learn and Develop

- How to build and optimise sophisticated multi-channel lifecycle journeys.
- Deep technical experience working within a leading CRM platform.
- How to use customer data to improve engagement and retention.
- Exposure to experimentation frameworks and performance measurement.
- The opportunity to grow into broader lifecycle strategy and leadership over time.

Why Work with Us

- Make a visible, positive impact on tennis and padel participation across Great Britain.
- Be part of a collaborative, supportive and inclusive culture that values different perspectives.
- Work flexibly, with a hybrid approach that supports balance and wellbeing.
- Join a team that invests in learning, development and long-term careers, not just delivery.

About You

- You're customer-obsessed, commercially minded and comfortable owning complex problems. You enjoy working autonomously but thrive through collaboration. You're confident challenging assumptions, curious about what's possible and motivated by building experiences that earn trust over time.
- You don't need to tick every box, we care most about your thinking, your approach and your ability to make an impact.

Knowledge, Training and Qualifications:

Proven experience owning CRM or lifecycle marketing in a consumer-facing, digital or membership-led organisation.	<i>Essential</i>
Strong hands-on experience building automated, personalised journeys in a CRM platform.	<i>Essential</i>
A data-driven mindset, with confidence analysing performance and using insight to guide decisions.	<i>Essential</i>
Experience with customer segmentation, journey design and behavioural targeting.	<i>Essential</i>
Comfort working across email, push, in-app and on-site personalisation.	<i>Essential</i>
The ability to translate technical or analytical detail into clear commercial and customer outcomes.	<i>Essential</i>
Experience collaborating cross-functionally with data, product, engineering or digital teams.	<i>Essential</i>
Ability to manage multiple projects simultaneously and communicate with stakeholders on progress, blockers and deadlines.	<i>Essential</i>
Curiosity about experimentation, automation, AI and the future of CRM and a desire to keep learning.	<i>Desirable</i>
Experience with CDPs, experimentation frameworks, loyalty or subscription models, and basic HTML/email personalisation is advantageous but not essential.	<i>Desirable</i>

Personal Attributes (Our Values)

<i>Inclusion</i>	<ul style="list-style-type: none"> • I make people feel welcome. • I recognise the power of our differences. • I create a safe environment.
<i>Teamwork</i>	<ul style="list-style-type: none"> • I collaborate well across teams. • I actively listen to others. • I actively offer to help others.
<i>Integrity</i>	<ul style="list-style-type: none"> • I act with honesty and respect. • I take responsibility for my actions. • I am dependable.
<i>Passion</i>	<ul style="list-style-type: none"> • I approach things with a positive mindset. • I motivate and energise others. • I take pride in my work.
<i>Excellence</i>	<ul style="list-style-type: none"> • I am ambitious and want to exceed expectations. • I want to learn more to improve. • I am adaptable to change.

Life at the LTA

The LTA, through its vision 'Tennis Opened Up', is committed to creating an inclusive environment where all colleagues feel included and a strong sense of belonging. We particularly welcome applications from people from ethnically diverse communities, deaf and disabled people, members of the LGBTQ+ community and people with lived experience of the UK's many and varied communities.

Read some of our colleague testimonials below and find out more about our LTA benefits [here](#)

“As a new mum, I’ve appreciated the LTA’s newly enhanced benefits, which have supported me during maternity leave and in my return to work. In total, I have been with the LTA for four years and love the diversity of my role.”

“Everyone’s respected in terms of the culture, ethnicity, and the background, so you don’t feel unequal in any capacity. I remember how supportive my team had been during Ramadan, being fully understanding of its requirements and flexible with my work schedule.”

“As a new starter at the LTA, my experience has been overwhelmingly positive. Being a tennis fan, I was excited to join the organisation, and from day one, I’ve been impressed by everyone’s dedication to our mission of ‘Tennis Opened Up’, as well as promoting diversity, inclusion, and sustainability.”
