

CRM Executive

Responsible to	Customer Engagement Manager
Location	National Tennis Centre, 100 Priory Lane, Roehampton, London, SW15 5JQ (with the requirement to work from the office three days per week, including Mondays).
Salary	Up to £32,000 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 is at the heart of growing tennis and padel in Britain. We make the sport accessible, engaging and memorable for fans, players, competitors, coaches, venues and our wider workforce.

As a CRM Executive (internal title: Customer Engagement Executive) you'll support the delivery of multi-channel campaigns that directly impact the experiences of millions of people across the UK. This is a role with real responsibility from day one, helping ensure every communication is timely, relevant and engaging to our audiences.

You'll join an established, supportive CRM team within a data-driven, customer-centric organisation with market-leading digital capabilities. We combine insight, creativity and collaboration to transform the tennis and padel experience today, while future-proofing it for years to come.

This is an ideal role for someone eager to learn, grow and build hands-on experience in CRM and digital marketing in a fast-paced, purpose-driven environment.

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

Campaign Delivery

- Schedule, build and deliver email, push notifications, In-App messaging and personalised website campaigns across multiple LTA channels, using personalisation and responsive design to create engaging and inclusive content.
- Help develop communication plans, brief content needs, identify target audiences and support initiatives like junior participation programmes (LTA Youth) and Advantage member engagement.
- Optimise automated customer journeys such as onboarding, anniversary and re-engagement campaigns to improve efficiency and user experience.
- Apply Test & Learn techniques alongside Data Analysts, gathering insights and applying customer feedback to continually improve communications.

Data Management

- Learn to identify and segment audiences to deliver personalised communications across different customer touchpoints.
- Support data queries and reporting with guidance from Data Analysts.
- Champion strong data protection practices and ensure compliance with ethical standards and organisational policy.
- Help monitor KPIs and share insights with the team to continuously improve campaign performance.

Fan Engagement Activities

- Support the planning and delivery of unique, 'money-can't-buy' experiences at LTA and partner events.
- Assist in prize draws and other initiatives to reward and excite Advantage members.

Stakeholder Management

- Build collaborative working relationships across the business, including Commercial, Brand Marketing, Data and Digital teams.
- Develop a strong understanding of LTA's diverse customer groups to create relevant, inclusive communications.
- Help deliver partner activity that provides real value to our audience segments.

What You'll Learn

- Hands-on experience building and optimising CRM campaigns across email, mobile apps and websites.
- How to use customer data to inform and personalise both B2B and B2C campaigns.
- Working in a fast-paced, cross-functional marketing environment.
- How to collaborate effectively with stakeholders across an organisation.
- Insights into customer behaviour and the use of analytics to improve engagement.
- Opportunities to grow your career within the Customer Engagement and Marketing function.

Why Work With Us

- Make a real impact on participation and fandom within both tennis and padel across Great Britain.
- Be part of a supportive, collaborative team that values diverse perspectives.
- Receive training, mentoring and hands-on experience in CRM and digital marketing.
- Flexible hybrid working and a culture that encourages growth and professional development.

Person Specification

We're looking for someone who is curious, organised and motivated to grow their career in CRM and digital marketing. You'll be confident collaborating in a supportive, inclusive team and passionate about delivering customer-centric experiences that drive engagement and growth.

Previous Experience of:

Working in a Customer Engagement, CRM or lifecycle marketing function.	<i>Essential</i>
Engaging with audiences across multiple customer groups and great copywriting ability.	<i>Essential</i>
Collaborating in multi-team, cross-functional projects.	<i>Essential</i>
Managing your time effectively, exceptional attention to detail, juggling multiple priorities and meeting deadlines.	<i>Essential</i>
Working in a data-driven environment.	<i>Desirable</i>
Planning and delivering automated communications.	<i>Desirable</i>
Supporting membership, subscription or loyalty schemes.	<i>Desirable</i>

Knowledge, Training & Qualifications:

Strong IT literacy and confidence using Microsoft Office (Excel, PowerPoint, Word, Teams).	<i>Essential</i>
Hands-on experience of building and delivering CRM campaigns within a Customer Engagement Platform (i.e. Salesforce / Adobe / Dotdigital / Braze etc.).	<i>Essential</i>
Understanding of Test & Learn approaches within email communications.	<i>Essential</i>
Experience with Customer Data Platforms (CDP).	<i>Desirable</i>
Familiarity with Google Analytics (GA).	<i>Desirable</i>
Basic understanding of HTML for email.	<i>Desirable</i>

You don't need to tick every box to apply. We value curiosity, willingness to learn and the drive to make an impact. If you're excited by the role, we want to hear from you.

Personal Attributes (Our Values)

Inclusion	<ul style="list-style-type: none">• I make people feel welcome.• I recognise the power of our differences.• I create a safe environment.
Teamwork	<ul style="list-style-type: none">• A collaborative colleague capable of working in partnership with a wide range of stakeholders to enable talented young players to thrive.• An excellent listener who understands the perspectives of coaches, parents, and players.
Integrity	<ul style="list-style-type: none">• Sets high personal standards of professionalism and performance.• Acts with fairness and transparency, seeking advice and collaboration when managing challenging situations.
Passion	<ul style="list-style-type: none">• Highly motivated to create fun, positive, and excellent environments for young players to develop.• An inspiring presence capable of engaging children, coaches, and parents alike.
Excellence	<ul style="list-style-type: none">• Committed to continuous personal improvement and professional learning.• Seeks to raise standards of delivery, coaching practice, and player experiences across the 10U network.

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."
