

Customer Lifecycle Manager (CRM Lifecycle Manager)

Responsible to	Head of Customer Engagement
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 £50,500 per annum depending on experience

About the Role

Our 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 Engagement team sits right 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 exceptional Customer Lifecycle Manager to play a pivotal role in our next phase of growth. This is a high-ownership role with real influence: you'll define how we engage, retain and grow our audiences over time, using data insights, empathy and modern CRM to build long-term relationships, not just campaigns.

Reporting to the Head of Customer Engagement, you'll own key stages of the customer lifecycle end-to-end, combining strategic thinking with hands-on delivery. If you're motivated by impact, enjoy shaping direction as much as executing detail and care deeply about customer experience, this role is designed to stretch and reward you.

What You'll Be Doing

You'll take ownership of the customer lifecycle strategy across onboarding, engagement, retention and long-term value. Shaping how and when we show up for our audiences.

That means:

- Defining and leading lifecycle strategies that balance customer needs with commercial outcomes, from first interaction through to loyalty and advocacy.
- Designing and delivering intelligent, personalised CRM journeys across email, push notifications, in-app messaging and website personalisation.
- Acting as a senior CRM subject-matter expert, setting best practice for segmentation, frequency, experimentation and automation.

- Working hands-on with our CRM platform (Salesforce Marketing Cloud today) to build audiences, journeys, triggers and content logic.
- Developing proactive retention and re-engagement programmes that reduce churn and increase lifetime value.
- Partnering closely with data, product, digital and technology, marketing and customer support teams to ensure lifecycle messaging feels timely, joined-up and genuinely useful.
- Building a robust test-and-learn culture: defining experimentation roadmaps, measuring incrementality and using insight to continuously improve performance.
- Translating data and complexity into clear, compelling narratives that influence senior stakeholders and cross-functional partners.
- Championing customer trust, accessibility and compliance, ensuring communications meet GDPR and wider regulatory expectations.

This is a role where you'll be trusted to make decisions, prioritise opportunities and shape how CRM evolves across the organisation.

Why this Role Matters

Customer engagement is central to how the LTA grows participation and fandom in tennis and padel. The work you do will directly influence how people discover the sport, stay involved and feel part of it - whether they're booking a court, entering a competition, attending an event or supporting British tennis.

You'll be joining at a moment where personalisation, automation and data are fundamental to how we operate - with the opportunity to help define what "great" looks like within new channels and digital capabilities.

What You'll Learn and Develop

- How to design and scale sophisticated lifecycle programmes across multiple digital channels.
- Deep experience working with customer data, CDPs and modern CRM stacks to drive meaningful personalisation.
- How to influence product and marketing roadmaps through customer insight.
- Exposure to experimentation, optimisation and emerging approaches in lifecycle and CRM.
- Ongoing opportunities to grow your leadership, strategic influence and technical depth.

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, Skills and Experience

- Proven experience owning CRM or lifecycle marketing in a consumer-facing, digital or membership-led organisation.
- Strong hands-on experience building automated, personalised journeys in a CRM platform (Salesforce Marketing Cloud experience is a plus).
- A data-driven mindset, with confidence analysing performance and using insight to guide decisions.
- Experience with customer segmentation, journey design and behavioural targeting.

- Comfort working across email, push, in-app and on-site personalisation.
- The ability to translate technical or analytical detail into clear commercial and customer outcomes.
- Experience collaborating cross-functionally with data, product, engineering or digital teams.
- Curiosity about experimentation, automation and the future of CRM — and a desire to keep learning.
- Experience with CDPs, experimentation frameworks, loyalty or subscription models, and basic HTML/email personalisation is advantageous but not essential.

If you're excited by the idea of shaping how millions of people experience tennis and padel and want a senior role where your thinking, judgment and delivery genuinely matter, we'd love 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"> • I collaborate well across teams. • I actively listen to others. • I actively offer to help others.
Integrity	<ul style="list-style-type: none"> • I act with honesty and respect. • I take responsibility for my actions. • I am dependable.
Passion	<ul style="list-style-type: none"> • I approach things in a positive mindset. • I motivate and energise others. • I take pride in my work.
Excellence	<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.”
