

Content Producer

Responsible to	Content Manager
Location	National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ (with the requirement to work from the office at least 3 days each week, including Mondays)
Salary	Up to £34,000 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 team exists to broaden the relevance and increase the visibility of tennis & padel, all year round, in order to grow participation and fan engagement. It seeks to do this by:

- Developing and executing a new fit for purpose brand for tennis.
- Building content and communications that increase levels of fan engagement, drive new participation, and win back lapsed players.
- Delivering a brand partner strategy to develop and maximise our assets.

The Content Producer reports to the Content Manager. We are building a Marketing Team that will deliver work enviable of any sport governing body. As a creative thinker, the post holder will need to be confident in delivering engaging and compelling video content for a range of target audiences (D2C and B2B). This role will require experience in idea generation, multi-platform content production, and teamwork.

Key Accountabilities

- Delivery of a wide range of video productions, from 'run and gun' shoots to large scale set-ups and be able to get the best results from every budget and scenario. You also have experience filming your own content, be familiar with the tools and equipment required to achieve your vision (including audio & lighting) and working closely with athletes.
- Generation of original content ideas that will resonate with tennis fans and non-tennis fans, particularly younger audience (13-30 years).
- Support the Social Media team to measure performance of content against key KPI's, reporting back to optimise production and output of our content.
- Creatively adept from script writing to planning large-scale shoots, able to deliver both fun and emotional content equally, with a good understanding of what is appropriate for the platforms you are delivering content for.
- Create in an ever-changing live, international, dynamic sporting environment with short timeframes and fit your brief accordingly.
- Help oversee live streaming production, where required.

- Support the LTA content team to book and liaise with freelancers (e.g. camera operators, editors, graphics, talent) to deliver top-class production.
- Identifying opportunities for commercial integrations and understand existing contracted commercial digital rights.

Person Specification

Previous Experience of:

Demonstrable experience within the creative and production space.	<i>Essential</i>
Demonstration of having a creative mind always looking for the next idea.	<i>Essential</i>
Interest in sport & some knowledge of tennis would be helpful.	<i>Desirable</i>
Understanding of different social platforms. Particular interest in YouTube, TikTok & Instagram.	<i>Essential</i>
Strong track record of working within brand guidelines & implementing an organisations tone of voice.	<i>Essential</i>
Excellent written and verbal communicator. You have engaging interpersonal skills and are comfortable working with a variety of stakeholders.	<i>Desirable</i>

Knowledge, Training & Qualifications:

Fluency across all of Adobe CC Suite; Premiere Pro, After Effects & Photoshop.	<i>Essential</i>
Experience working as a Camera Op (Sony FS7, A7s or equivalent).	<i>Essential</i>
Impeccable attention to detail and ability to multi-task projects, priorities, schedules, and deliverables.	<i>Essential</i>
Organised and capable of maintaining multiple projects and archiving media for later use, and capable of working as part of a larger team.	<i>Essential</i>
Comfortable with some domestic and international travel.	<i>Essential</i>

Personal Attributes:

<i>Inclusion</i>	<ul style="list-style-type: none">• Create an environment where people feel safe and welcomed.• Value people's differences and believe they make us stronger.• Take the time to learn more about inclusion and remove any current or potential barriers.
<i>Teamwork</i>	<ul style="list-style-type: none">• Able to work on own initiative and appreciate the high level of accountability.• A great leader and motivator of others.• A great communicator both internally & externally.• Always prepared to work collaboratively.
<i>Integrity</i>	<ul style="list-style-type: none">• A high degree of emotional intelligence and self-awareness, with the ability to adapt style to meet the needs of the audience.• Will always suggest improvements to ways of working.• Will be comfortable challenging groups or individuals to ensure high levels of work.• Treats others as you wish to be treated.
<i>Passion</i>	<ul style="list-style-type: none">• A genuine passion for people and good customer service ethic.• Highly proactive with a 'can-do' attitude.• Hard working & driven to succeed and achieve our mission.
<i>Excellence</i>	<ul style="list-style-type: none">• Always aims to achieve the best possible outcome.• Develops plans based on best practise and previous experience.• Seeks support from colleagues to improve outcomes.• Will be happy to take the more challenging route if it results in higher quality outputs.

Our Benefits

We are proud of the range of benefits we can provide:

- 25 days annual leave
- Pension
- Life assurance
- Reimbursement of eye tests
- Long service awards, plus monthly and annual colleague awards
- Private Medical & Health Insurance
- Free onsite gym & use of the Tennis & Padel courts
- Cycle to Work Scheme
- Enhanced maternity, paternity, adoption, and shared parental leave
- Free mental health first aider support
- Colleague ticket offer
- Annual Bonus Scheme
- Free parking & bike racks
- Retail discounts from our partner brands
- Training & Development
- Summer and Christmas party
- Free tea and coffee provided daily
- Electrical vehicle charging points
- Staff lockers
- 30% discounts in our café
- Social activities including Tennis Tuesdays, Padel Wednesdays, Football Thursdays, all colleague days, cycling club, running club etc.

Our Culture

The LTA, through its vision 'Tennis Opened Up', is committed to creating a diverse environment where all colleagues feel included and a strong sense of belonging. We are proud to actively invite applications from all candidates who meet the essential criteria and can work in the UK. We commit that everyone will receive equal consideration for employment irrespective of your ethnicity, religion, sex, gender reassignment, sexual orientation, age, any disability, marital or civil partnership status, and pregnancy or maternity status.

We particularly welcome applications from:

- *People from ethnically diverse communities*
- *Deaf and disabled people*
- *Members of the LGBTQ+ community*
- *People with lived experience of the UK's many and varied communities*

The LTA Tennis Foundation is a new tennis charity that partners with brilliant people and organisations to improve lives through tennis. It shares the LTA's vision of 'Tennis Opened Up', and it wants to use our sport to make a real difference to people across the whole country. All LTA colleagues have the chance to get involved with the LTA TF, with some directly involved in delivering and leading its work.

To truly deliver our vision of 'Tennis Opened Up', we believe it is critical that the LTA plays our part in contributing to a healthier and more sustainable society. We want to grow tennis in Britain, but do so in a responsible way, protecting and supporting the environment and working with everyone in the sport to tackle our climate impacts. We are committed to ensuring a lasting future for tennis in Britain, and our Environmental Sustainability Plan sets out how we will do this.

Find out more here:

- [Life at the LTA](#)
- www.lta.org.uk/sustainability