**About New York Junior Tennis & Learning:**

NYJTL is a youth tennis nonprofit organization offering comprehensive school and community based programs to youth 5-18 years of age throughout New York City. We are among 500 chapters of a national organization started by Arthur Ashe to give inner-city youth a chance to learn the game of tennis and provide them with experiences they normally would not get otherwise. NYJTL is the largest of the chapters, and we offer a safe and nurturing environment where youth can participate in different sporting activities, especially tennis, and thrive in an academically supportive environment to help them reach their maximum potential. NYJTL operates its programs throughout New York City as well as at the Cary Leeds Center for Tennis & Learning.

**General Summary:**

The Marketing Assistant is primarily responsible for assisting in the execution of the marketing strategy for NYJTL, with particular focus on the Cary Leeds Center for Tennis & Learning. Working with the Senior Director, Marketing & Communications, this position will be a vital member of a fast-paced team.

This candidate must be willing to work in both the headquarters, located in Woodside, Queens, and the Cary Leeds Center for Tennis & Learning, in the South Bronx.

**Essential Duties and Responsibilities**:

* Execute digital marketing initiatives as directed by Senior Director, Marketing & Communications with primary focus on social media platforms, e-mail marketing campaigns, and website updates.
* Support advertising and promotional sales campaigns with ownership of timelines and reporting documents for the Cary Leeds Center for Tennis & Learning.
* Maintain overall NYJTL marketing calendar and assist with internal communications of all marketing projects.
* Analyze and upkeep NYJTL and Cary Leeds Center data systems under the direction and instruction of Senior Director, Marketing & Communications through Constant Contacts, WordPress and Tennis Source.
* Assist in the processing of vendor payments, invoices and vendor relationships.
* Assist with other projects as requested.

**Scope of Work:**

* Website
* Social media
* Advertising
* Traditional marketing/collateral
* SWAG/Apparel
* Photography
* Video
* Presentations/Slideshows
* Data Analysis
* Marketing Records, Reports, Analysis

**Required Knowledge, Skills, and Abilities**:

* Bachelor’s degree and 1-2 years’ experience in marketing, digital media, and/or advertising preferred.
* Candidates must be detail-oriented, highly organized, and able to multi-task and work independently to meet deadlines.
* Able to work well both in a team environment and independently, multi-task, and meet deadlines
* Candidates must possess the ability to work well under pressure.
* A high level of computer literacy required, including familiarity with Microsoft Office, WordPress, Adobe Suite, and Constant Contacts is preferred.

**Additional Skills Preferred:**

* Strong writing skills
* Creative design capabilities
* Proofreading skills
* Knowledge of tennis club industry

**Education and Experience**:

Bachelor’s degree preferred

Prior development experience preferred; preferably in marketing, advertising and/or digital media

Interest in tennis preferred

**Physical Requirements:**

Evening and weekend hours are necessary on occasion

Standing at events and programs

Some lifting of boxes of material required

**Note**: The statements herein are intended to describe the general nature and level of work being performed by employees, and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

Salary is commensurate with experience

Please submit a Cover Letter, and Resume

**NYJTL is an Equal Opportunity Employer - Minorities/Females/Veterans/Individuals with Disabilities/Sexual Orientation/Gender Identity**

**Job Type:**Full-time, exempt

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