

## **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 300 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 Digital Marketing Manager is primarily responsible for managing digital marketing platforms for NYJTL, with particular focus on the Cary Leeds Center for Tennis & Learning. Working with the Chief Marketing Officer, 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 Bronx and be available to work occasional nights and weekends particularly in the summer months.

## **Essential Duties and Responsibilities:**

- Manage the organization's digital platforms including social media (Facebook, Instagram, Twitter, and LinkedIn using Agoraplus), e-mail marketing campaigns using Mailchimp, and websites (NYJTL, Cary Leeds Center, NYJTL Bronx Open using Wordpress)
- Execute digital marketing initiatives as directed by Chief Marketing Officer including NYJTL event marketing support.
- Support advertising and promotional sales campaigns with ownership of timelines and reporting documents for the Cary Leeds Center for Tennis & Learning.
- Analyze and upkeep NYJTL and Cary Leeds Center data systems under the direction and instruction of Chief Marketing Officer through Google Analytics and Tennis Source.
- Manage the organization's photo assets through Dropbox.
- Assist with other projects as requested.

## **Scope of Work:**

- Website
- Social media
- Email Marketing
- 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 digital marketing 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 Mailchimp is preferred.

**Additional Skills Preferred:**

- Strong writing skills
- Creative design capabilities through Photoshop and Adobe Suite
- Proofreading skills
- Knowledge of tennis club industry

**Education and Experience:**

Bachelor's degree preferred

Prior development experience preferred; preferably in marketing and advertising

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

Job Type: Full-time

Salary: 40-50k depending on experience