



SOTOTENNIS
ACADEMY
INSPIRING EXCELLENCE

Head of Marketing
Job Opportunity

SotoTennis Academy

SotoTennis Academy (STA) is a leading international tennis academy based in Sotogrande on Spain's sunny Costa Del Sol. We pride ourselves on providing the environment and opportunities needed for performance tennis players to thrive on their tennis journeys.

Our bespoke and personalised approach ensures that our players progress on their individual pathways while flourishing as part of our team.

STA's vision: to set the standards and be the benchmark for what people expect and demand from an International Tennis Academy.

STA's philosophy: we care about Player Welfare, Player Development and our Player Pathway. We look after our players from day one all the way through their journey.

STA is looking for someone who fits in with its values and philosophy to join the team as Head of Marketing from November 2025. STA's Off-Court Team, including the Marketing Department, works closely with the On-Court Performance Team to ensure the Academy runs smoothly day-to-day and reaches its bigger picture goals.

www.sototennis.com | [@sototennis](https://www.instagram.com/sototennis)





The Role

As Head of Marketing at SotoTennis Academy, you will lead the strategy and execution of all marketing activity across the Academy. You will oversee a small team (including interns), collaborate closely with department heads and Academy Directors, and ensure the Academy's brand and messaging are consistent, creative, and impactful across all platforms. This is a leadership role, requiring both big-picture vision and hands-on oversight.

Key Responsibilities

Marketing Strategy & Leadership

- Develop and deliver the Academy's overall marketing strategy in line with organisational goals.
- Liaise with Academy Directors and Heads of Department to ensure alignment across all teams.
- Manage, mentor, and support members of the marketing team, including interns.
- Oversee brand consistency, tone of voice, and visual identity across all channels.

Content & Social Media

- Direct the planning and execution of content across all platforms (Instagram, Facebook, TikTok, YouTube, Twitter/X, LinkedIn, WhatsApp).
- Oversee the marketing calendar, ensuring timely and strategic posting of content.

- Guide content collection and creation (photos, videos, blogs, reels, interviews), working with coaches, players, and external suppliers.
- Use analytics and insights to drive engagement, growth, and reach.

Email Marketing & Digital Presence

- Oversee database growth and segmentation, ensuring effective campaigns to key audiences.
- Lead the creation and delivery of newsletters, community updates, and event communications.
- Ensure the Academy website remains current and engaging.
- Monitor and analyse digital performance to inform strategy.

Partnerships & Sponsorships

- Build and maintain strong relationships with partners, sponsors, and collaborators.
- Ensure delivery of all sponsorship and partnership commitments.
- Oversee creation of partnership decks and promotional materials.

Events

- Lead the marketing and promotional strategy for STA-hosted events, tournaments, and community activities.
- Oversee planning, promotion, and on-the-day execution, ensuring high-quality delivery and strong brand presence.

Podcast Marketing (Control the Controllables)

- Help guide the podcast's marketing strategy, content calendar, and creative campaigns.
- Ensure brand consistency across episodes and supporting content.
- Support partner relationships and growth of the podcast community.

Brand Development

- Oversee the evolution of the Academy's brand identity and materials (brochures, campaigns, assets).
- Manage creative briefs for external suppliers (photographers, videographers, designers).

Team & Internship Programme

- Lead the management of marketing and podcast interns, setting goals, offering feedback, and supporting professional development.
- Support the Academy's wider internship programme by liaising with universities and managing recruitment processes.

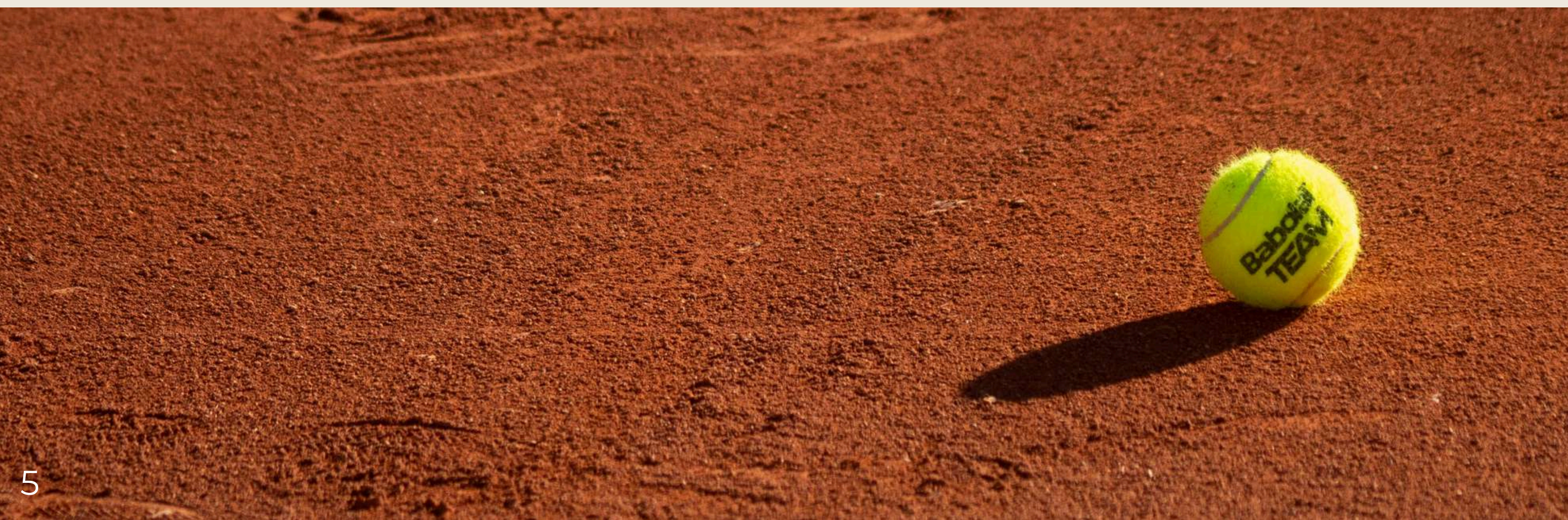
Job Requirements

ESSENTIAL

- Proven experience in marketing leadership, ideally within sport or a related field
- Exceptional verbal and written communication skills, with the ability to adapt messaging to different audiences
- Strong interpersonal skills and confidence in liaising with directors, coaches, partners, sponsors, and media
- Strong organisational and project management skills, able to oversee multiple campaigns and deadlines simultaneously
- Deep knowledge of social media platforms (Instagram, Facebook, TikTok, YouTube, Twitter/X, LinkedIn, WhatsApp) and current trends
- Hands-on experience with content creation tools (e.g. Canva, video editing software such as iMovie/CapCut/Adobe Premiere)
- Experience with email marketing platforms (e.g. Mailchimp), CRMs, and digital analytics (Google Analytics or similar)
- Ability to interpret data and insights to shape strategy
- A proactive, self-motivated leader who thrives in a dynamic, team-oriented environment
- Fluent in English, both spoken and written

DESIRABLE

- Passion for tennis, sport, or previous experience in a sporting environment
- Experience working with sponsorships/partnerships
- Familiarity with podcast marketing and community growth strategies
- Website design and management experience
- Knowledge of Odoo CRM or similar systems
- Competency in Spanish (spoken and written)
- Full, clean driving licence



Salary & Application Details

REMUNERATION

€24,000 – €28,000 per annum, depending on experience. Access to Academy Gym facilities is included.

APPLICATION CLOSING DATE

The closing date for applications is **10th October 2025**. Please note that the position may be offered before this date if the right candidate is found, so early applications are strongly encouraged.

HOW TO APPLY

Please apply by emailing STA Director, Victoria Kiernan (vicki@sototennis.com) with your CV and a cover letter outlining why you believe you are the right person for the role.

IMPORTANT INFORMATION

Employment in Spain is subject to strict visa and work permit regulations. For this role, candidates must already have the right to live and work in Spain. Due to post-Brexit restrictions, this is unlikely to be possible for UK passport holders unless they already hold Spanish residency or another form of EU work authorisation. Please ensure you meet these requirements before applying.

