



SOTOTENNIS
ACADEMY
INSPIRING EXCELLENCE



2024-25 PLACEMENT:
Marketing

Who are we?

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'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.

STA is looking for someone who fits in with its values and philosophy to join the team from:

**September 2024 to August 2025
(12 month placement).**

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





The Role

This role includes but is not limited to:

- Collecting and editing engaging Academy content, including photos, videos, interviews, blogs, vlogs, etc.
- Collaborating with STA's Performance Team and Players on court/in the gym to collect media
- Managing STA's digital media archive and making sure it is up to date and well organised
- Coordinating social media posts across multiple platforms and channels - this includes termly, monthly and daily planning
- Posting content in line with STA's branding, messaging, and current social media trends/news in the tennis world
- Monitoring and working with Marketing Data Analytics
- Creating interesting marketing assets for social media, website, posters, adverts, newsletters, etc.
- Formatting and editing marketing newsletters
- Writing website blogs and updates
- Booking third party services, e.g. photographers, videographers, graphic designers, etc.
- Working with the Off-Court Team on exciting STA Events, including International Tournaments, Player Parties, etc.
- Building strong relationships and working with STA's partners and sponsors in line with combined sales and marketing strategy
- Demonstrating flexibility within the job role to assist with other duties requested by the STA Team

Requirements & Remuneration

ESSENTIALS

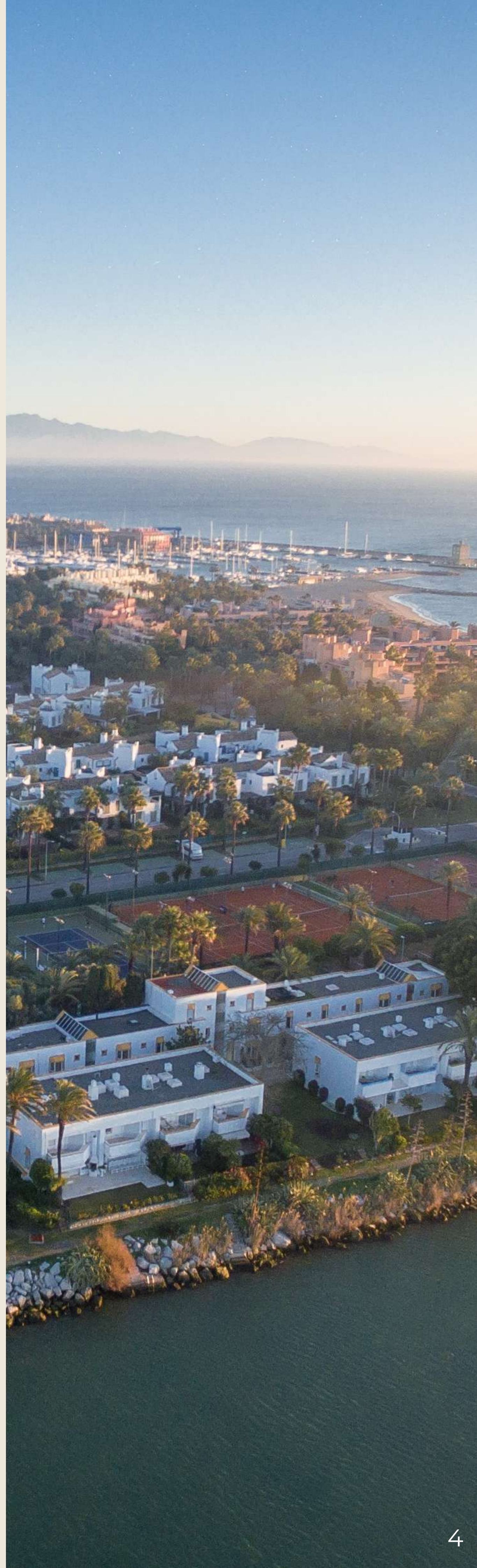
- Outstanding verbal and written communication skills
- Excellent interpersonal skills
- Strong organisational skills
- Great time-management
- A self-starter - initiative taker
- Flexible
- Team player
- Experience with social media
- Fluent in English

DESIRABLES

- Knowledge of/fan of tennis and sport or former/current player or coach
- Loves social media and its trends
- Experience with:
 - Canva
 - Social media: Instagram, Facebook, Twitter, TikTok, YouTube, LinkedIn
 - iMovie/Video Editing
 - MailChimp
 - Google Drive
 - Google Analytics
 - Odoo (CRM)
- Basic Spanish
- Full clean driving licence

REMUNERATION

- Accommodation in shared penthouse apartment in Sotogrande Marina (our STA Staff Accommodation is a 10 minute walk from El Octogono tennis club) including all bills
- €400 per month for expenses
- Return flights – up to €200





How to apply

DISCIPLINES WHO CAN APPLY:

This placement is open (but not strictly limited) to students reading degrees such as:

Marketing BSc

International Management BSc

Management BSc

Business BSc

Business Administration BSc

Advertising BSc

We welcome students from all different degree disciplines to apply for this role, but a passion for sport and some prior knowledge of marketing (via study and/or experience) is desired.

APPLICATION CLOSING DATE

The closing date for this placement is April 2024 (this placement position may be offered before this date to the right candidate, so earlier applications are **strongly** encouraged).

HOW TO APPLY

Apply by emailing STA's Head of Marketing **faye.rodgers@sototennis.com** with your CV and a cover letter outlining why you believe you are the right person for the role.

IMPORTANT INFORMATION

If you are a non-EU student, you will require a student visa (previously Tier 4 visa) for this placement. This is the student's responsibility to acquire and pay for, however, STA will provide a guide based on previous STA Placement Students' visa applications, and will assist with any necessary STA-related documents.

Useful links

ANY QUESTIONS?

STA currently has five university students in placement roles in both our Off-Court and On-Court Teams. The student in the 2023-24 Digital Marketing Role is Megan Simmonds, who is more than happy to answer any questions about her current placement at STA and living in Sotogrande.

Here is Megan's email address if you'd like to get in touch:

megan.simmonds@sototennis.com

HEAR FROM OUR FORMER PLACEMENT STUDENTS

Check out our blog about our Placement Students' experiences over the past 5 years [here](#).

Read about how our students get to work and connect with athletes and experts from all different backgrounds and nationalities, and also how they become an integral part of our Team here at STA.

INTERNATIONAL PLACEMENT OF THE YEAR

At the University of Bath's Humanities & Social Sciences Placement Awards, SotoTennis Academy won International Placement of the Year!

At the core of what we have always wanted to have at [SotoTennis Academy](#) is an environment that provides opportunities for people to excel, flourish and grow in whichever direction they choose.

This is the same for employees as it is for players, so this is very special to us to be recognised for this.

Read more about the award [here](#)!





*We hope to hear
from you soon!*

