



 **CONTROL^{THE}**
CONTROLLABLES
with Dan Kiernan



SOTOTENNIS
ACADEMY
INSPIRING EXCELLENCE

2025-26 PLACEMENT:
Control The Controllables
P o d c a s t

Who are we?

SotoTennis Academy (STA) is a leading international tennis academy based in Sotogrande on Spain's sunny Costa Del Sol.

The Control the Controllables Podcast was set up during the first COVID-19 lockdown in 2020. Looking for ways to keep their players energised, STA Directors Dan and Vicki Kiernan started hosting Instagram Lives and Zoom interviews with Pro Players. The Academy's players and parents were receiving such amazing insights, they decided to bring these chats to a wider audience...

Dan and Vicki created the CTC podcast to entertain, educate and energise the tennis community through the difficult periods of lockdowns and quarantines. Since then, the podcast has gone from strength to strength, and has now won 'Best Tennis Podcast' at the Sports Podcast Awards three years in a row!

Our guests have included pro players Sir Andy Murray, WTA World Number 1 Iga Swiatek, Holger Rune, and top coaches like Louis Cayer and the late great Nick Bolletieri.

From Grand Slam Champions to those at grass roots level, from sports journalists to backroom staff, our aim is to truly get under the bonnet of the sport that we love at all levels.

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

**September 2025 to August 2026
(12 month placement).**

www.controlthecontrollables.co.uk
[@ctc.podcast](#) | [@ctc__podcast](#)

www.sototennis.com | [@sototennis](#)





The Role

This placement includes a variety of tasks across multiple areas to support and grow the podcast.

Guest Communication & Coordination

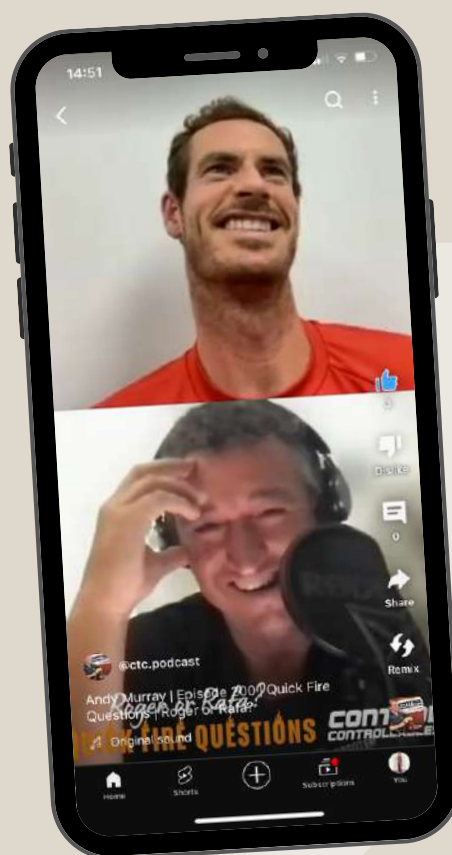
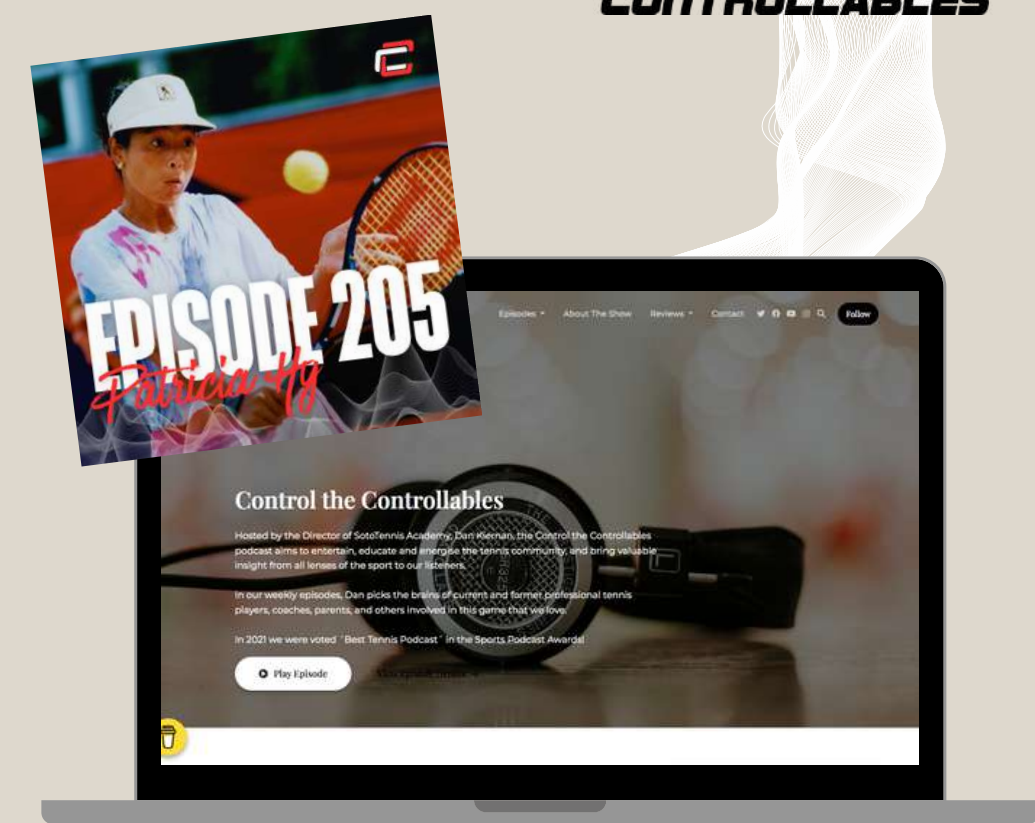
- Identifying and inviting guests, including thought leaders, industry experts, and inspiring storytellers.
- Building and cultivating relationships within the tennis world to maintain a full pipeline of guests.
- Collaborating with the podcast host, Dan Kiernan, to determine the right topic for each guest.
- Keeping in touch with podcast guests and maintaining positive relationships by interacting on social media, resharing their news, and celebrating their achievements.

Content Creation & Editing

- Opportunity to edit podcast episodes for quality, flow, and clarity.
- Preparing detailed show notes after each recording.
- Transcribing episodes to create audio transcripts for the podcast website.
- Collaborating with third-party services (e.g., graphic designers) for tasks such as creating podcast cover art and other visual assets.

Marketing & Promotion

- Creating and sharing social media assets for each episode across platforms, including Instagram, Facebook, X, and YouTube.



- Growing the podcast's social media presence and developing crossover content with SotoTennis Academy's platforms.
- Formatting and sending newsletters to the CTC community.
- Organising promotional efforts, including podcast competitions and awards submissions.

Research & Strategy

- Conducting research on guests and compiling notes to brief the host prior to recordings.
- Monitoring podcast growth and developing longer-term strategies using data analytics.
- Exploring monetisation opportunities, such as exclusive CTC resources, sponsorships, or paid adverts.
- Entering CTC into podcast competitions to enhance visibility.

Events & Special Projects

- Assisting in planning and organising Control the Controllables conferences and live events.
- Managing individual projects to further podcast growth and development.

Website Maintenance

- Updating podcast information and news on the CTC website.
- Optimising SEO and maintaining an engaging online presence.

General Support

- Handling everyday tasks to keep the podcast running smoothly.
- Demonstrating flexibility to assist with other duties as needed by the SotoTennis Academy Team.

Requirements & Remuneration

ESSENTIALS

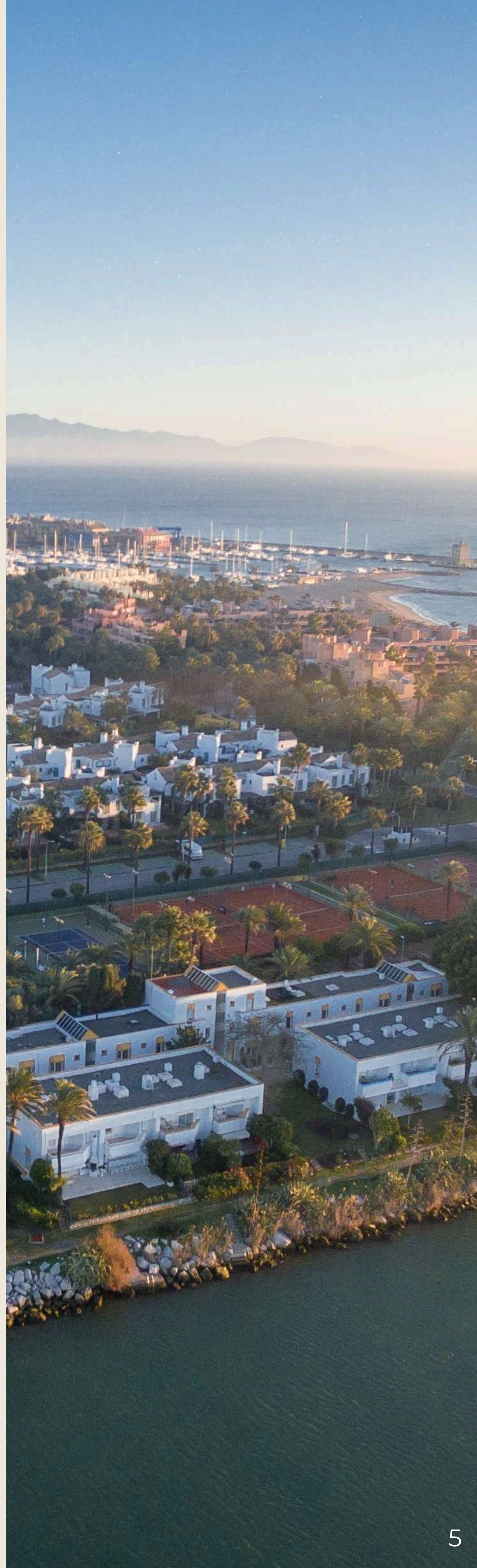
- Outstanding verbal and written communication skills
- Exceptional interpersonal skills
- Excellent organisational skills
- Great time-management
- Self-motivated
- Creative
- Flexible
- Strong teamwork
- Passion for podcasts
- Interest in the tennis world and social media
- Fluent in English

DESIRABLES

- Knowledge of tennis and sports podcasts
- Loves social media and its trends
- Experience with:
 - Riverside/Captivate/Podcast Host
 - Canva
 - Social media: Instagram, Facebook, Twitter, TikTok, YouTube, LinkedIn
 - Google Drive & Analytics
 - MailChimp
 - Otter.ai
- 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:

Communications

Marketing

Journalism

Media Studies

Management

Business

Social Sciences

Sport and Exercise Science

We welcome students from all different degree disciplines to apply for this role, but a passion for tennis/sport and some prior knowledge and/or experience of working with podcasts/media is desired.

APPLICATION CLOSING DATE

The closing date for this placement is April 2025 (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 Control The Controllables Podcast Editor and SotoTennis Academy 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

If you are a non-EU student, you will require a student internship 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 our 2024-25 CTC Podcast Role is Harry Stanton, who is more than happy to answer any questions about his current placement at STA and living in Sotogrande.

Here is Harry's email addresses if you'd like to get in touch:

harry.stanton@sototennis.com

HEAR FROM OUR PLACEMENT STUDENTS

Check out this [video](#) and [blog](#) to hear and read about our current and former Placement Students' experiences over the past 5 years!

See 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!*

CONTROL
THE
CONTROLLABLES