



SOTOTENNIS
ACADEMY
INSPIRING EXCELLENCE

Senior Performance Coach

J O B D E S C R I P T I O N

Who are we?

SotoTennis Academy (STA) is an international high-performance tennis academy based in the South of Spain in Sotogrande on the Costa del Sol. Established in 2010 by Dan and Victoria Kiernan, STA aims to provide an environment that inspires and enables our athletes to maximise their potential.

STA offers Full Time Training Programmes to performance players, with availability for competition-level players and groups to access the academy's year-round outdoor training on European Red clay courts and American-style hard courts.

As a highly personalised and boutique-style tennis academy, our team of expert coaches deliver individualised programmes to players in a robust team environment. We are responsible for ensuring that our players see measurable outcomes in their performance through our structured and systematic approach, and give our players the opportunities, tools and resources to make these improvements.

We are also proud to offer players a unique balance of tennis and education through our joint programmes with our Academy partners. Many players have graduated from the Academy having gained scholarships with American Universities, allowing their studies and tennis journey to continue.





The Role

LENGTH OF CONTRACT

STA is looking for someone who fits in with its values and philosophy to join the Performance Team from: September 2026.

We are looking for a long term collaboration.

HOURS OF WORK

40 hours per week.

These hours will need to be flexible according to the annual demands at the academy and the tournament schedule of the players during the week.

LOCATION

SotoTennis Academy is based at El Octogono Club de Tennis in the Marina of Sotogrande.

Attending matches/tournaments at the weekends will also be required as and when it is planned in the termly schedule for the role.

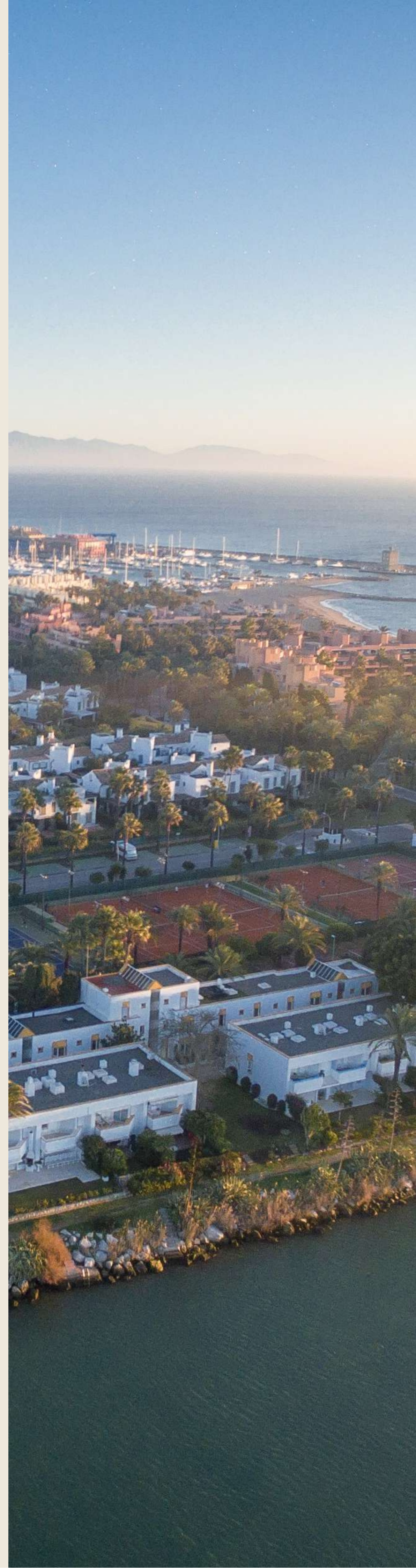
REMUNERATION

€32,000 - €40,000 per annum, experience dependent.

Responsibilities

This role includes but is not limited to:

- Leading player programmes, including performance planning (setting a clear plan and delivering on this to the highest of standards), player management, internal/external team management, annual plans
- Leading across a variety of squad training sessions in line with academy syllabus and progressive planning
- Travelling up to 15 weeks/year nationally and internationally and leading the process of logistics to development on these trips
- Relationship management across Sport Science team, interpreting data and what this means for your player management and development
- A responsibility to drive the day in, day out culture and values of the academy at all times
- Joining team meetings and contributing with your own experiences and ideas
- Driving projects forward, whether this is parental presentations or data analysis of a certain area of passion, there is opportunity to grow personally and add value to the academy with various projects
- Opportunities to manage/mentor younger coaches
- Working closely with Operations/Customer Service Team on analytics, relations with current and potential future STA players
- Marketing the academy at base and on the road
- Assisting with content collection in on-court sessions and building a library of content for all age groups (photos, videos, etc.)
- Collaborating with STA's Marketing Team on tennis social media posts and assets



Requirements

ESSENTIALS

- Level 4 LTA Coaching Certificate or equivalent qualification
- Excellent communicator
- Strong organisational skills
- Effective time-management
- Initiative taker - a self-starter
- A team player - it starts with us!
- Fluent in English
- Experience in development of International Junior or Pro Players

DESIRABLES

- Basic Spanish
- Strong hitting level



How to Apply

If you have any questions and/or are interested in applying for the STA Senior Performance Coach position, please send your CV and a cover letter outlining why you believe you are the right person for this role to Academy Director, Dan Kiernan:

[***dan@sototennis.com***](mailto:dan@sototennis.com)

Closing Date - Friday 31st July 2026

