



2023-24 PLACEMENT: **CONTROL**^{THE} **CONTROLLABLES** PODCAST



WHO ARE WE?

SUMMARY OF COMPANY

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 young 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.

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

Dan created the podcast to entertain, educate and energise the tennis community through the difficult periods of lockdowns and quarantines. Since then, the podcast has continued to grow, and in 2021 it won 'Best Tennis Podcast' at the Sports Podcast Awards!

Our guests have included pro tennis players including World Number 1 Iga Swiatek, Holger Rune & Daria Kasatkina, top coaches like Nick Bolletieri and Louis Cayer, parents, commentators and others involved in High Performance Tennis and elite sports.

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 2023 to August 2024 (12 month placement).



THE ROLE

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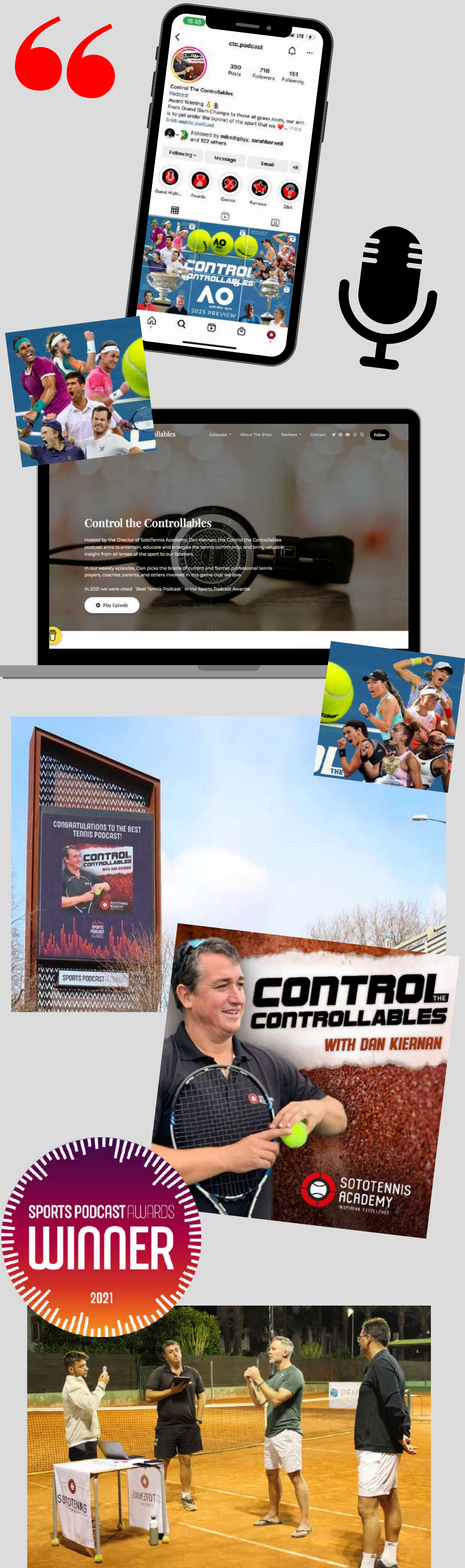
This role includes but is not limited to:

- Finding people to interview for the podcast, including hunting for thought-leaders, industry experts, and anyone with a great story to tell!
- Building and cultivating relationships with a variety of people in the tennis world so that there is always a full pipeline of great guests
- Collaborating with CTC host and Academy Director, Dan Kiernan, to determine the right topic for each guest
- Scheduling guest interviews and collecting guest information, including social media handles, websites, photos, etc.
- Conducting research on the guests and collating notes for the host prior to recording
- Preparing show notes after the recording of each episode
- Transcribing episodes to create audio transcripts for the CTC website
- Assisting with the maintenance of the CTC website, including updating podcast information, news, SEO, writing and publishing blogs, etc.
- Monitoring podcast growth and come up with longer-term strategies using data analytics



THE ROLE

- Creating and sharing social media assets for each episode, and the podcast as a whole, on CTC's Instagram page @ctc.podcast
- Keeping up with our podcast guests and maintaining a positive rapport by interacting with them, for example, on social media, and re-sharing their exciting news/results/achievements
- Working with STA's Digital Marketing Assistant on crossover of assets and connections to SotoTennis Academy's social media platforms
- Growing CTC's social media presence
- Formatting and sharing newsletters with the CTC community
- Booking and working with third-party services, e.g. graphic designers on the podcast cover art/logo
- Entering CTC into podcast competitions
- Handling everyday tasks to keep the podcast ticking
- Managing your own CTC Projects, including:
- Monetising the podcast through the creation of an online CTC subscription platform, where players, coaches, parents, etc. can subscribe to receive exclusive access to CTC-related content & resources, all with the aim of Entertaining, Educating and Energising the tennis community.
- Running Control The Controllables Conferences at STA, with podcast inspired workshops
- 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
- Exceptional interpersonal skills
- Excellent organisational skills
- Great time-management
- A self-starter - taking initiative
- Very flexible
- Strong teamwork
- Passion for podcasts
- Interest in the tennis world
- Experience with social media
- Fluent in English

DESIRABLES

- Knowledge of/fan of tennis and sports podcasts
- Loves social media and its trends
- Experience with:
 - Anchor
 - Canva
 - Social media: Instagram, Facebook, Twitter, TikTok, YouTube, LinkedIn, Cirqula
 - Google Drive & Analytics
 - MailChimp
 - 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 the 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 2023** (this placement position may be offered before this date, so earlier applications are **strongly** encouraged).

HOW TO APPLY

Apply by emailing Control The Controllables Podcast Editor and SotoTennis Academy Director, Vicki 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 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 two university students in placement roles in both our Off-Court and On-Court Teams. The student in the 2022-23 Off-Court Role is Emily Cross, who is more than happy to answer any questions about her current placement at STA and living in Sotogrande.

Here is Emily's email address should you wish to get in touch:

emily.cross@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

Last year we had the pleasure of accepting an award that means a lot to Team Soto. 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 be 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](#)!

SOCIALS

-  www.controlthecontrollables.com
-  www.sototennis.com
-  [@ctc.podcast](#)
-  [@sototennis](#)