



Role: Communications and Marketing Coordinator

Tennis Ireland is looking for a Communications and Marketing Coordinator to join our Operations Team. The position is based at our Head Office on the Sport Ireland Campus in Blanchardstown, Dublin.

This role leads Tennis Ireland's marketing and communications, promoting the growth of tennis across Ireland and raising awareness of our programmes, competitions, initiatives and opportunities to play. Working closely with the senior leadership team and colleagues across the organisation, you will strengthen the Tennis Ireland brand, promote key initiatives and partnerships, and keep members and stakeholders informed.

This is a hands-on role. You will work largely independently, covering everything from strategy and media relations to day-to-day content creation, design and website updates, supported by external photography and content partners. It suits a self-starter who enjoys variety and is as comfortable designing a social graphic or building a web page as briefing a journalist or reporting to the Board.

Key Duties and Responsibilities

Communications Strategy and Planning

- Develop, implement and monitor a Communications and Marketing Plan aligned with Tennis Ireland's strategic objectives.
- Report regularly to the CEO and Board on progress against communications and marketing targets.
- Prepare communications and marketing content for the Annual General Meeting (AGM), Annual Report and other governance requirements.
- Manage the Communications and Marketing budget, ensuring effective use of resources and value for money.

Brand and Marketing

- Plan and deliver marketing campaigns across email, website, social media and digital platforms.
- Act as guardian of the Tennis Ireland brand, ensuring consistent branding, messaging and tone of voice across national and provincial communications.
- Develop and manage a content calendar that maximises the visibility of tennis and Tennis Ireland across all platforms.
- Identify and test new marketing and social media opportunities to grow awareness, engagement and participation.

Content Creation and Digital

- Manage the Tennis Ireland website (WordPress), keeping content accurate, engaging and up to date, and building new pages as needed.
- Manage Tennis Ireland's social media channels, creating and publishing content on a daily basis.
- Design branded graphics and assets for social media, print, events and partners.
- Produce photo and video content, including coverage at national events and international fixtures.
- Manage email marketing and member newsletters.
- Monitor digital performance and audience engagement, using data to improve reach and impact.

- Brief and manage external partners, including photographers and content providers.

Media Relations

- Build and maintain strong working relationships with journalists, broadcasters and other media.
- Write and distribute press releases, media briefings and official statements.
- Identify, secure and manage media opportunities that raise the profile of tennis and Tennis Ireland.
- Coordinate communications and media activity at major events and competitions, working closely with tournament directors.

Stakeholder Engagement

- Build strong relationships across Irish tennis, including clubs, members, coaches, officials, volunteers, provincial branches, Board members, performance players and their families.
- Communicate Tennis Ireland's priorities, programmes and initiatives clearly and on time.
- Support colleagues and our provincial branches with their communications and use of the brand.
- Drive member engagement through regular communications and promotion of member benefits.

Sponsorship and Partnerships

- Support the CEO in activating sponsor relationships and delivering sponsorship commitments and benefits.
- Plan and deliver partner content and campaigns that maximise the value of commercial partnerships.

About You

Essential

- At least four years' experience in a marketing, communications or digital marketing role.
- A third-level qualification in marketing, communications or a related discipline.
- Proven experience managing social media channels and website content, ideally using WordPress or a similar CMS.
- Excellent writing and editing skills across press releases, web copy and social media.
- Practical design skills using tools such as Canva or Adobe Creative Suite.
- Experience planning and delivering campaigns and working with multiple stakeholders.
- The ability to manage a varied workload independently and prioritise under pressure.

Desirable

- Experience in a sporting, membership or not-for-profit organisation.
- Media relations experience.
- Photography or video editing skills.
- An interest in, or knowledge of, tennis or Irish sport.

Additional Information

- This is a two-year, fixed-term contract, subject to a successful six-month probation period.
- The position is full-time, based on a 37.5-hour working week.
- Flexible working is required, including evening and weekend work around events.

Reports to: Operations Manager and works closely with the CEO and Senior Leadership Team.
Salary: DOE

How to Apply

Please send a cover letter and CV by email to hr@tennisireland.ie no later than 12noon on 16 October 2026, with **Communications and Marketing Coordinator Role** in the subject line. Late applications will not be accepted.

Only applicants invited to interview will be contacted. All candidates must have existing valid permission to live and work in Ireland unrestricted. Appointment is subject to satisfactory Garda Vetting, Safeguarding and reference checks.

Tennis Ireland is an equal opportunities employer.

About Tennis Ireland

Tennis has been identified as the world's healthiest sport. Founded in 1908, Tennis Ireland is the National Governing Body for tennis on the island of Ireland, with 197 affiliated clubs and more than 100,000 players. Tennis Ireland has a dual remit: to sustain and grow our tennis community, and to provide the pathways and performance environment for young players who aspire to play on the professional tour. We are at a key point of growth, advancing our strategic ambitions to build resilience, drive inclusivity and ensure operational excellence across the sport.

Tennis Ireland stages Pro Tour events including the Irish Open Championships, and selects teams for the Billie Jean King Cup, Davis Cup and other international events at Junior, Senior and Masters level. We also support a wide range of competitive, educational and development programmes at local, provincial and national level across the island of Ireland.

Our purpose is simple: *to give everyone the game of their life.*