

Senior Manager, Strategic Partnerships

The Role

Responsible for identifying and managing partnerships that enhance USTA Coaching's reach, revenue, and industry influence. This role will cultivate relationships with tennis facilities, corporate sponsors, educational institutions, and grassroots organizations to integrate USTA Coaching membership, education programs, and benefits into their operations.

Partnership Development

- Execute strategic partnerships that align with USTA Coaching's mission, partnership strategy, and business objectives.
- Supporting the Sr. Director of Tennis Industry Outreach & Engagement, build relationships with tennis facilities, sports organizations, corporate sponsors, educational institutions, equipment manufacturers, and grassroots organizations to expand USTA Coaching's footprint.
- Identify mutually beneficial opportunities that generate revenue, enhance brand visibility, and provide value to USTA Coaching members.
- Establish clear performance metrics for partnerships and track their impact on membership growth, engagement, and program adoption.
- In collaboration with the Diversity, Equity, and Inclusion department, establish relationships with advocacy groups and community organizations to support the organization's efforts in promoting diversity, equity, and inclusion within tennis coaching.
- Collaborate with USTA Membership, Partnership Marketing, and Tennis Industry & Sales to align on outreach and communication strategies.
- In collaboration with the Director of Events, create content and events with partners, utilizing various branding collaboration opportunities that highlight the organization's mission and provide value to members and the broader tennis community.

Industry Partnerships:

- In collaboration with the Membership department, develop programs and initiatives with industry partners to provide additional value to members, such as coaching education programs, professional development resources, and equipment sponsorships.
- Represent the organization at industry events, conferences, and trade shows to strengthen existing relationships and build new partnerships.

Relationship Management:

- Serve as a point of contact for all partnership-related matters, supporting the Sr. Director of Tennis Industry Outreach and Engagement with managing relationships with industry, corporate, and advocacy partners.
- Ensure that all partnership agreements are implemented effectively and that partners are supported throughout the duration of the relationship.

- Work closely with internal teams to align partnership efforts with the organization's marketing, membership, and programmatic goals.

Brand Alignment & Marketing Integration:

- Collaborate with the marketing team to ensure all partnership activities are consistent with the organization's brand identity and strategic goals.
- Collaborate with marketing to develop marketing campaigns and promotional materials in collaboration with partners, leveraging partnerships to increase the organization's brand visibility and engagement.

Cross-Functional Collaboration & Reporting

- Work closely with the marketing, membership, and education teams to align partnership efforts with broader USTA Coaching initiatives.
- Provide regular updates on partnership performance, revenue impact, and growth metrics to senior leadership.
- Ensure seamless execution and long-term sustainability of all partnerships, measuring success against key KPIs

Who You Are

- 5+ years of experience in strategic partnerships, business development, sponsorship management, or a related field.
- Proven track record of developing and managing high-impact partnerships that drive revenue and engagement.
- Experience working within the sports, education, or nonprofit sectors, preferably with a focus on membership-based organizations.
- Strong understanding of tennis facility operations, coaching development, and industry trends.
- Excellent negotiation, communication, and relationship-building skills.
- Ability to analyze partnership performance using data-driven insights and make strategic recommendations.
- Passion for sports, coaching, and growing the game of tennis.
- This position is designated as in New York, NY.
- This position is designated as "hybrid/flex" and will require on-site work while allowing for some remote work. Any such position must meet the current USTA hybrid/flex requirements as updated from time to time. Please consult HR for the most current policy.

What We Offer

At the USTA, we know people are our most important asset. For this reason, we offer a comprehensive benefits package designed to meet the needs of a diverse workforce!

- **Flexibility:** Our Hybrid with Flexibility approach combines a balance of remote working with in-office collaboration to spark teamwork and creativity.

- **Comprehensive benefits** designed to meet your unique needs: Medical, dental, vision, access to doctors virtually, a flexible spending account to manage your health and dependent care expenses, and life and disability insurance are a small part of our offerings.
- **Time to recharge and energize:** Generous paid time off policy - including vacation, sick, personal, and paid holidays, parental leave, and a paid winter recess.
- **Plan for your future financially and professionally:** 401(k) with employer matching (up to 3%), promotional and growth opportunities, Learning and Development programs to learn on the job
- **Mental and emotional wellness:** Resources for overall well-being including mental health and meditation benefits.
- **Other cool perks:** A personalized health management program, pet insurance, commuter benefits, identity theft protection, discounts with our network of partners, and fun events are just a few of the optional benefits available.

The expected range for the base salary for this position is \$72,000-85,000.

This range does not include any additional pay or benefits for which a person may qualify. The actual base salary offered is determined by several variables, including, as appropriate, the applicant's qualifications for the position, the years of relevant experience, their unique skills, and the location from which they will be performing the job.

Come One, Come All

We strongly encourage you to apply if you're interested; we'd love to learn how you can "serve" our team with your unique experience!

USTA is dedicated to providing equal employment opportunities for all individuals, regardless of age, disability, national origin, race, color, religion, sex, sexual orientation, gender, gender identity, or expression, pregnancy, veteran status, marital status, family status, alienage or citizenship status, creed, genetic information, or any other status protected by applicable federal, state, or local law.