



## Job Description

<b>Job Title: Director of Tennis</b>	
<b>Reports to:</b> Managing Director of BCL (Bradfield Commercial Limited) and Director of Sport (Bradfield College)	
<b>Reportees:</b>	
<b>Location:</b> Bradfield College	<b>Department:</b> Tennis
<b>Main Duties:</b> <b>1. Bradfield College Tennis Programme</b> <b>A. High Performance Tennis Pathway</b> For players competing at county, regional or national level. <ul style="list-style-type: none"><li>• Creation of a unified Bradfield Tennis coaching philosophy</li><li>• Acting as a lead coach for our High-Performance Programme</li><li>• Supporting the recruitment process of pupils with potential in the sport</li><li>• Creating and implementing Individual Player Development Plans (IDPs)</li><li>• Enabling 5–7 on-court sessions per week (term-time)</li><li>• Liaising with the Athletic Development Team to ensure Strength and Conditioning is integrated and aligned with the wider tennis programme</li><li>• Match analysis and performance data tracking</li><li>• Tournament planning (LTA, ITF Juniors, National Schools)</li><li>• Mental skills and lifestyle management (travel, recovery, education balance)</li></ul> <b>B. Performance Teams Programme (U14–U18)</b> For committed school players representing Bradfield in fixtures and competitions. <b>Key features:</b> <ul style="list-style-type: none"><li>• 2–3 structured sessions per week</li><li>• Tactical team-based training and match-play focused coaching</li><li>• Termly skill benchmarking and feedback</li></ul> <b>Competitions:</b> <ul style="list-style-type: none"><li>• Independent Schools’ Tennis Association (ISTA)</li><li>• LTA National Schools’ Tennis Championships</li><li>• Regional school leagues</li><li>• Inter-school fixtures</li></ul>	

## **C. Participation & Development Tennis**

For pupils playing tennis as part of a balanced sporting experience.

### **Key features:**

- Inclusive coaching sessions
- Technical foundations and enjoyment
- House tennis competitions
- Internal leagues and ladders
- Social and mixed tennis opportunities

### **Outcomes:**

- Clear identity: supporting performance and participation
- Tennis recognised as a flagship 'performance sport'
- Strong pupil, parent, and community satisfaction
- High quality coaching led by both professional coaches and teachers who support the summer term programme
- Breadth and retention of players, quality of pupil experience, developmental outcomes, equity and inclusion within programme and lifelong impact
- Performance related to ITF ranking progression, University/US College pathways and success in National Schools and Independent Schools tournaments
- Delivery in line with the College's tennis budget

## **2. Commercial and Community Tennis Programme (BCL)**

- Line management and leadership of tennis coaching team including recruiting, motivating, directing and supporting the ongoing development of coaches within the team
- Strategic leadership of the BCL Tennis Business Plan
- Full budget responsibility for setting and achieving the commercial tennis budget including attendance at regular budget reviews to analyse progress
- Maintaining a strong commercial programme for tennis, enhancing membership, delivering a strong Junior Programme and adult courses
- Developing profitable activities such as camps and the hosting of tournaments outside of term time
- Maintaining healthy and commercially sound relationships with the LTA and BLTA
- Providing high quality coaching to groups and individuals

### **A. Community Tennis Delivery of Programmes:**

- Junior Mini Tennis (Red/Orange/Green programmes)
- Junior Performance squads
- Adult coaching (beginners to performance)
- Cardio Tennis
- Walking Tennis
- Inclusive and disability tennis
- Community juniors progressing into Bradfield pathways (where appropriate)

### **B. Hosting Events & Competitions**

- LTA Grade 3–5 tournaments
- County Championships
- School-based invitation events
- Pro-am / exhibition events
- Holiday camps and tennis festivals

### **C. Revenue Streams**

- Coaching programmes (termly & annual)
- Individual lessons
- Club membership
- Holiday camps
- Court hire (members & pay-and-play)
- Tournaments and events
- Sponsorship and partnerships
- Performance programme fees
- Private lessons

#### **Outcomes:**

- Revenue growth, ensuring tennis is a financially positive sport within the overall BCL portfolio
- Community engagement
- Coaching programme retention rates
- Player and community satisfaction

### **Additional Responsibilities**

#### **Facilities Utilisation Strategy**

Planning of facility usage to maximise the benefit of Bradfield's facilities. Balance the needs and requirements of College Tennis, Bradfield Tennis Centre members, alongside wider use for junior community coaching programmes and the hosting of tournaments.

This requires planning around the use of the College's 3 indoor courts within the Tennis Centre, our 6 outdoor floodlit clay courts, the five outdoor hard courts and the 24 astro based courts (summer period only).

#### **Strategic Development & Marketing**

- Develop the Bradfield Tennis brand
- Work with Marketing on:
  - Prospectus content
  - Website and social media
  - Open Day demonstrations
  - Parental literature and communication
- Build partnerships with:
  - LTA
  - Berkshire LTA
  - Universities and US college recruiters
- Contribute to College pupil recruitment and retention

#### **Person Specification**

- Experience and drive to develop and manage a large and varied tennis programme
- Extensive coaching experience, ideally across a range of ages and abilities
- Proven ability to lead, manage and develop a team of coaches
- Passionate about both performance and participation in tennis
- Excellent communication skills to support the management of relationships with a wide range of stakeholders

- Ability to demonstrate empathy and understanding with pupils, players, parents and colleagues
- Highly motivated, positive and able to work independently
- A desire to work closely with the wider tennis coaching team
- Thorough knowledge and understanding of current LTA initiatives and processes
- Commercial awareness and entrepreneurial skills
- Creativity and willingness to innovate
- Strong planning and efficient administrative and IT skills
- Well-developed presentation skills

**Qualifications and experience required for this role:**

**Qualifications**

- A minimum of an LTA L4 qualification, as either a Performance or Club Coach

**Other Desirable Experience**

- Playing or coaching at a high level e.g. County or above
- Working within an LTA accredited Performance Centre, High Performance Centre or International High-Performance Centre
- Working within a school setting
- Tournament organisation

*This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the college. The post holder will be expected to participate in this process and we would aim to reach agreement to the changes.*