

# Head Coach Role

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The Head Coach is a valuable asset for any tennis provider. Whether recruiting a coach for the first time or recruiting a new member for the coaching team, a good coach will assist with membership retention, activity growth and long term sustainability. A good tennis programme can help your place to play access funding to extend the programme or improve the facilities as well as retain and attract new members.

## What makes a good Head Coach?

- Professionally Qualified (qualification recognised by the LTA)
- LTA License (licensing preferable for all coaches where it is possible, if not registration is acceptable)
- Experience of setting up and delivering quality, comprehensive tennis programmes, which include competitive and coaching progressions for all ages and abilities
- Excellent communication and people skills
- Excellent organisational skills and computer skills
- People management experience and ability to work well within a team

## Roles and Responsibilities

Not all of the criteria listed below may be relevant for one person. The spectrum of responsibilities outlined covers all elements of a successful, thriving tennis programme that caters for all ages and abilities. Larger or more active place to plays may have a team of coaches and coaching assistants that are responsible for different areas; development coach, mini tennis co-ordinator, performance coach etc.

As a management committee you must identify what direction the place to play is moving in, as this will then allow you to compile a suitable job specification from the list below. The guidelines on recruiting and managing a coach/coaching team will also assist with this process.

- Set up, manage and promote the on court tennis programme in line with Clubmark guidelines
- Act as a point of contact for members and interact on a social and coaching level
- Encourage members to play tennis and improve their game
- Increase membership numbers by enhancing the place to play's credibility
- Actively source new members and help promote and market the place to play
- Establish quality school links; raising local awareness and attracting new members
- Set up regular competitive opportunities for all ages and abilities within the membership
- Assist in planning/organising internal/open tournaments and tennis events for all members
- To assist in the entry and selection of teams
- Work with the local talent performance co-ordinator to identify and further support talented players
- Attend management committee meetings in order to offer regular feedback on the organisation and degree of success of coaching and competitions; also to discuss potential opportunities to growth and attraction
- Optimise facilities and resources and help advance the facility's overall development
- Liaise with outside bodies to source funding for overall programme
- Manage the team of coaches, run regular team meetings and regular in service training sessions which cover: coaching standards, theme and content of weekly programme, update on news/event