



TABLE TENNIS ENGLAND RECRUITMENT PACK

Director of Engagement

MAY 2025



ABOUT US

WHO WE ARE

We are the National Governing Body for table tennis in England with a team of 40 staff; we are also appointed by Great Britain Table Tennis to lead the operational delivery of the GB Performance Programme which is solely focused on preparing athletes to represent Great Britain at the Olympic Games.

OUR PURPOSE

To host generations of players at our table.

OUR VISION

To be a table tennis nation, competition for all.

OUR STRATEGY

[Table Tennis United](#) is the blueprint for table tennis in England and sets out our bold ambitions through four Pledges:

1. Table tennis will be a thriving community - a sport for everyone with no barriers to taking part
 - a. Working in partnership
 - b. Growing a grass roots workforce
 - c. Participation with a purpose
 - d. Competition for all
2. Culture change across the pathway that inspires world class performances and medal success
 - a. World class pathway
 - b. World class behaviours
 - c. World class environments
3. Connection across the table tennis community
 - a. Building our digital capability
 - b. Staging fantastic events
 - c. Developing our partners
4. A high performing organisation that is not just fit for today but is fit for the future
 - a. A powerful culture
 - b. Tackling inequalities
 - c. Investing in people
 - d. Influencing our partners
 - e. Inspiring change
 - f. Growing our owned income

THE ROLE

Title: Director of Engagement

Status: Full-time, permanent

Remuneration: £60 - £65K dependent on experience

Department: Engagement

Location: Hybrid - 2 days per week in our Milton Keynes office

ROLE PURPOSE:

Reporting into the Chief Executive Officer, the Director of Engagement will be a member of the Senior Leadership Team, leading the development and execution of our strategies to drive brand equity, engagement and membership.

The sport of table tennis is on a significant growth trajectory. You will play a key role in delivering our Table Tennis United strategy which sets out our blueprint for the sport. With the World Teams Table Tennis Championships being staged in London in 2026, you will play a key part in the successful delivery and ensuring the sport capitalises on this unique opportunity.

As the Director of Engagement, you will be part of a dynamic team working together to deliver exceptional results.

THE OPPORTUNITY:

This is a unique opportunity to shape the future of table tennis and how the sport is perceived, experienced and supported at all levels from grassroots to elite and through our major events.

- To be part of an ambitious and forward-thinking organisation that values creativity, innovation and audience-first thinking
- The chance to be fast paced and bold in your thinking and approach
- A visible role with direct impact on Table Tennis England's growth and reputation
- To collaborate with and build trusted working relationships with passionate colleagues, table tennis communities and internal/external partners to achieve a common purpose and greater outcomes
- To be part of a people focused organisation, embracing career development within a fast paced, purpose driven sector

WORLD CLASS TABLE TENNIS

24-27 APR
2025
NATIONAL
CYCLING CENTRE

WTT
FEEDER SERIES



KEY RESPONSIBILITIES

STRATEGIC LEADERSHIP

- Create and execute a dynamic strategy to build the brand equity of Table Tennis England and our associated brands
- Build and implement strategies to strengthen and engage audiences and stakeholders across the sport from grassroots to established communities to elite and through our major events strategy including World Teams Table Tennis Championship, 2026
- To reach, engage and retain new audiences of people who play, organise and followers of table tennis
- Create and deliver our membership strategy to provide a compelling value proposition that drives sustainable growth for both existing and new members
- Develop TTE's Digital Transformation strategy to ensure the organisation is fit for the future
- Work alongside the CEO and executive team to align brand, engagement and membership strategies with Table Tennis England's wider strategic pledges
- Through inspirational leadership, develop and support a high-performing team, embedding best practise and innovation

BRAND EQUITY AND MARCOMS

- Position Table Tennis England as a leading sports organisation, that is forward thinking, collaborative and partnership focused
- Lead marcoms campaigns that position table tennis as an inclusive sport, where everyone belongs
- Build our brand to attract and sustain commercial and delivery partners to diversify our revenue streams both directly and indirectly
- Ensure brand coherence and consistency across all our touchpoints
- Work alongside our brand partners to activate commercial partnerships and shared objectives, support our major events strategy, legacy and social impact projects
- Strategic development and oversight of all marcoms, PR and media activity

ENGAGEMENT & COMMUNITY

- Oversee how Table Tennis England attracts, engages and retains our audiences, including, but not limited, to those who participate formally, and informally, workforce, volunteers, clubs, leagues and all stakeholders
- Drive the engagement strategy across our website, digital channels, OTT platform, APPS, and work with colleagues across the organisation in performance, sport development, competitions, workforce and events, to build a thriving table tennis community
- Deliver compelling content strategies, through compelling storytelling, to build deeper, richer relationships with our audiences and critically build awareness and engagement with new audiences and communities
- Optimise Olympic Games, World Championships, National Championships, or local events, ensuring our digital channels consistently spark interest and reach a range of audiences
- Drive ticket sales and revenue growth at major events through creative marketing plans and compelling fan engagement strategies
- Develop relationships with key stakeholders across the sport to build a whole sport eco-system and unite behind a common purpose including clubs, leagues, counties, workforce and event organisers Develop actionable insights from data, insight, analytics to embed a lessons learned culture and evidence led decision making and performance measurement
- Manages all data in line with GDPR guidelines, controls and investigation in the event of a known or reported breach

MEMBERSHIP

- Create and deliver a sustainable membership strategy to drive acquisition, retention and revenue
- Attract and retain members, enhancing the value proposition across all membership categories and members
- Develop membership products, benefits and customer journeys that are meaningful and enhance the life-time value
- Ensure decisions are Insights driven, using data and analytics to shape product development, reporting and performance

DIGITAL TRANSFORMATION

- Develop our long-term digital transformational strategy and implementation plan across the sport
- Provide leadership and oversight of our digital platforms and systems, data management, overseeing investment, budget, implementation and procurement plans
- Develop and enhance collaboration with both internal and external colleagues and stakeholders, driving innovation and thought leadership



PERSON SPECIFICATION

SKILLS:

ESSENTIAL OR DESIRABLE

Excellent influencing and leadership skills with a proven ability to effectively coach, influence, delegate and persuade at all levels of the organisation	E
Proven strategy planning, development, and implementation skills	E
Strong IT skills, proficient in the use of One Drive, Microsoft Office Word, Excel, Outlook, PowerPoint, Teams	E
Excellent understanding of digital environment, platforms and digital marketing tech stack	E
Ability to resolve complex problems, using innovative and efficient approaches	E
Excellent project management skills, with a proven ability to coordinate people from multiple directorates into cross functional working groups	E
Comprehensive financial management and budgetary skills	E
Strong networking and influencing skills with the ability to develop meaningful stakeholder relationships with a variety of internal and external partners	E
Strong presentation delivery skills with experience of presenting to large groups of internal and external stakeholders	E
Proven ability to influence key stakeholders positively and progressively at all levels	E
Ability to inclusively lead, inspire, and integrate diverse teams including clear target setting, performance management, mentoring, continuous development, and evaluation	E
Strong appreciation of the value of data and insight in both a sporting and commercial context, with relevant skills and experience on gathering, growing and utilising increased data and insight	E

EXPERIENCE:

Proven leadership experience in strategic brand marketing, consumer engagement and/or membership, preferably in the sport/leisure, lifestyle, or entertainment sectors	E
Experience of leading a brand strategy and building brand equity	E
A strong track record of driving community reach, engagement and growth in a customer centred environment	E
Experience of generating direct and in-direct revenue growth strategies	E
Demonstrable experience of delivering membership growth strategies, acquiring, retaining and delivering life-time value propositions	E
Experience of delivering transformational change management projects	E
Leadership experience at senior level, with a passion for developing people and talent and motivating others to achieve the best from a team	E
Experience of influencing externally with stakeholders at a senior level, and internally at board level	E
Experience of working with governing bodies or membership organisations	D
An understanding of the technical aspects of digital platforms and channels as well as an understanding and experience of improving the usability of digital products	D

KNOWLEDGE:

Understanding of the structure and funding of performance and grassroots sport in England, as well as the international sport landscape	E
Understanding of the workings of Sports Governing Bodies and how Boards and Committee structures operate	D
A commitment to and understanding of the issues around safeguarding young people and athlete, coach, and staff welfare in the sports performance environment	E
A love of learning new engagement techniques from inside and outside sport, whether self-taught or supported by external resource	E
Knowledge of sport, leisure or entertainment sectors	E
Knowledge of table tennis	D

PERSONAL SKILLS AND APPROACH:

Ambition, drive, energy and the ability to be bold and brave	E
An inclusive and inspirational approach to continuous business improvement, teamwork, and performance management	E
An appetite to shape transformational change and impact	E
A collaborative and partnership mindset to drive greater impact and outcomes	E
The ability to apply strategic thinking to the big picture, as well as comfortable working in detail	E
An appreciation of the importance of political and stakeholder relationships	E
A team player with proven and effective commitment to continuously encouraging greater inclusion at all levels	E
Ability to exercise sound judgement, with a high level of integrity	E
Ability to make strategic decisions based on data-driven insights and timely analysis of information.	E
Flexible and adaptable, with proven abilities of working in a fast-paced environment and under pressure	E
A commitment to integrity and safeguarding in sport	E
Flexibility to travel nationally with overnight stays and weekend work	E
Flexibility to travel internationally occasionally with overnight stays	D

QUALIFICATIONS:

Demonstrable commitment to continuous professional development	E
Graduate level educational background, or equivalent	D
Hold a full, valid driving licence	D

BENEFITS

- An impressive range of facilities at the National Badminton Centre, including café with staff discounts
- Gym membership contribution or option to subscribe to on-site gym
- Employee Assistance Program
- Vitality Health Insurance
- 25 Days of Paid Leave plus Bank Holidays (full-time employees)
- Learning & Development opportunities
- Cycle to Work Scheme
- Vision Cover: Contribution towards eye tests and glasses
- Employee-supported Volunteering days
- Long Service Awards
- Free On-Site parking
- The People's Pension with Employer Contributions of 3%
- Table Tennis England Membership, plus access to discounts from a range of suppliers and partners
- TTE Kit
- Work Life/Family Balance, including flexible and agile working options





HOW TO APPLY

YOUR APPLICATION AND THE RECRUITMENT PROCESS

Please find below details of the selection process, to assist you in completing and tailoring your application:

If you are inspired and excited to by the role and to be part of the Table Tennis England team, please send a CV (no more than two pages) and a one page covering letter highlighting what you can bring to role and why you want to work for us.

Please send your CV and covering letter to – hr@tabletennisengland.co.uk

Closing date – Midnight Tuesday 13 May 2025

Interview process:

1st Stage: Tuesday 20th May, in-person at our Head Office in Milton Keynes

2nd Stage: Friday 30th May, in-person at our Head Office in Milton Keynes

For an informal discussion about the role, please contact Chief Executive Officer, Sally Lockyer at sue.wressell@tabletennisengland.co.uk

Should you require assistance with the application process, please contact HR and we will make every effort to meet your specific requirements. We operate under the Disability Confident Scheme.

Table Tennis England is committed to becoming a more diverse and inclusive organisation to bring new and different perspectives to our work. So that we can more closely reflect UK society, we particularly encourage applications from individuals within groups which are currently underrepresented within our organisation.





tabletennisengland.co.uk

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