



The Hong Kong, China Tennis Association is seeking to recruit a high calibre candidate for the following position:

COMMERCIAL DIRECTOR

Reports to: CEO Events /CEO HKCTA

Tenure: full time role

Job descriptions:

The Commercial Director HKCTA will be responsible for the determination and execution of existing and new Business, Sponsorship & Upsell strategies regarding HKCTA Events and programs, as well as any other properties deemed suitable as time develops.

This includes, but is not limited to, Sponsorships and Supplier arrangements for Hong Kong Open Series Events (ATP 250; WTA 250; WTA 125; ATP Challengers; CTA 1000; and ITF World Tour Events); Local Events; Player Development and Participation initiatives.

In addition, the role will manage Government funding in conjunction with HKCTA Board and Executives. For HKOS Events, the role will include the management of Corporate Program, seating, dining and other food and beverage packages.

The Commercial Director will provide support to the other HKCTA teams to ensure all clients are serviced and opportunities are maximised and realised quickly.

Responsibilities:

- Develop and implement an overall sales strategy for HKCTA to encompass all areas including Hong Kong Open Series Events (ATP 250; WTA 250; WTA 125; ATP Challengers; CTA 1000; and ITF World Tour Events); Local Events ; Player Development and Participation initiatives.
- Be the primary point of contact for existing HKCTA sponsors including Bank Of China; Prudential and other major partners and suppliers
- Establish a working relationship with our event partners (IMG, WTA, ATP) to maximise commercial opportunities
- Develop and implement the Sales Strategy for hospitality including corporate boxes, ticketing, packaging of hospitality, development of new concepts, and sales of all hospitality products.
- Work with the HKCTA Team in developing new business packages for sale to the market and government via funding opportunities.
- Presentation to key stakeholders and decision makers within the sales targets identified by the HKCTA Board to deliver proposals.



- Develop networks and relationships to promote commercial growth.
- Leadership and development in the formulation of a Commercial team.
- Create and implement a strategy which embraces and rewards external parties bringing sponsor and commercial opportunities. This entails a commission structure and the maintenance of a single message to the marketplace.
- Drive a culture that embraces open and honest communication and feedback, helping others apply learnings and continuously develop.
- Conduct market Research to analyse and monitor to effectively strategize for future growth.
- Other duties as requested or required by Management

Core Competencies:

- Proven knowledge and network in the tennis / sports industry
- Excellent communication and interpersonal skills
- Creative, self-motivated, and result oriented
- Strong leadership with team spirit; well organised in handling complex projects and able to drive teamwork and cross-functional collaboration

Interested candidates please submit your resume together with expected salary and application on or before **14th March 2024**.

Chief Executive Officer
Rm. 1021, Olympic House,
1 Stadium Path, Causeway Bay
Hong Kong

Or by email to info@tennishk.org

Personal data collected will be used for recruitment purpose only. All applications will be treated in the strictest confidence. Candidates that are not contacted 3 months after the application deadline can consider their application unsuccessful.