



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

## **DIRECTOR, MARKETING AND COMMUNICATIONS**

**Reports to:** CEO and the Council Members Board

**Immediate reports:** a team of marketing staff, including PR & marketing manager, digital marketing executive, designer and external Agencies

**Tenure:** full time role

### **Job descriptions**

We are looking for a Director of Marketing to design and drive the strategy planning and implementation on all aspects of marketing and communication efforts for HKCTA and a number of our international tournaments (namely Hong Kong Open Series) to create awareness. As a senior key staff member, he / she will be a leader to work with cross functional teams to support key projects and mega events. He / she shall be closely supervising, coaching and guiding a team of marketing staff to support and promote the organization's vision, mission, goals and deliverables efficiently to various stakeholders, including our sponsors, the tennis community and the public.

### **Responsibilities**

- Formulate a consistent brand and marketing strategy for the major events managed by HKCTA; oversee and drive the marketing and communication positioning, strategies and implementation plans for the events of the Hong Kong Open Series and key projects of the organization including its Player Development Program; Clubs and Centres communications; School Programs, CSR Programs, Year-round events and competitions, Board and Corporate communication - all designed to increase the effectiveness of HKCTA communication to all stakeholders.
- Propose clearly articulated KPIs and deliverables for the implementation plans and closely supervise and monitor the marketing team to ensure the deliverables and regularly report the progress to CEO / the Council Members Board
- Collaborate with cross functional teams (Commercial Team, Operations Team and external agencies) under the supervision CEO/ the Council Members Board
- Reach out to tennis associations in the Greater Bay Area to promote the Greater Bay Alliance across major events and programs.
- Liaise with Commercial Manager and other partners (sponsors; Government and other supporters) to maximise marketing and promotional opportunities



- Manage and liaise with international marketing and media network and the sanction / governing bodies of the tournaments to maximise resources available and ensure compliance with the tournament requirements; ultimately efficiently drive exposure at ATP and WTA Events, also drive the coordination on ACES and STARS programs around ATP and WTA Events

#### **Requirements:**

- Solid experience in driving large scale and complex marketing and communication projects, preferably in relation to the sports industry
- A strong leader and team player with solid execution skills
- Resourceful, creative, flexible and able to provide solutions for day to day challenges
- Excellent communication and interpersonal skills and capability to work with people from different cultural background

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

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

Or by email to [info@tennishk.org](mailto: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.