



## Senior Personnel Position for Events, Development, Centre Operations and CSR Hong Kong, China Tennis Association (HKCTA)

### About HKCTA

The Hong Kong, China Tennis Association Limited (HKCTA) is the National Sports Association for tennis in Hong Kong, dedicated to promoting the sport at all levels. Working closely with government agencies, corporate sponsors, community partners, and international tennis bodies, HKCTA strives to expand participation of tennis and its variation sports including pickleball, padel and beach tennis across all ages and abilities. We are committed to upholding international standards of excellence, while nurturing local talent to compete successfully in regional and global tournaments. By delivering a dynamic calendar of local, regional, and international competitions, we aim to raise both the profile and performance of tennis in Hong Kong.

For more information, please visit: [www.tennishk.org/en](http://www.tennishk.org/en).

### Position Overview

Reporting to the Chief Executive Officer (CEO) (or in case of conflict of interests or unavailability, to the Executive Committee), this position (the exact title to be finalised, which will take into account factors such as the internal reporting structure of HKCTA and the specific experience and background of the selected candidate, and which may be a General Manager or a Director grade) will oversee certain key operational areas that are critical to HKCTA's growth and sustainability. This senior personnel will ensure effective delivery of commercial initiatives, youth development programmes, tennis centre operations and CSR projects, working closely with internal teams and external stakeholders.

### Key Responsibilities

#### (A) International & Local Events Management

- Develop and expand a diversified customer portfolio for HKCTA's marquee events, including international tournaments (e.g., WTA, ATP) within the Hong Kong Tennis Season and key local fixtures (e.g., Davis Cup, Billie Jean King Cup home ties).
- Strategically design, market, and secure sales for premium hospitality packages, targeting both new VIP clients and tourist audiences, while also fostering local community engagement particularly for Team Hong Kong supporters.
- Formulate and execute comprehensive commercial strategies to acquire new sponsors, upgrade existing partnerships, and maximize revenue through upselling, cross-selling, and retention initiatives for hospitality and sponsorship assets.
- Serve as the primary relationship manager for a portfolio of key commercial sponsors and VIP customers, ensuring exemplary service delivery and professional resolution of all enquiries and feedbacks.

- Manage end-to-end administrative processes for selected sponsorships and hospitality, including contract facilitation, invoicing, payment tracking, and liaison with the Accounting Department.
- Provide structured reporting on commercial performance, key issues, and strategic insights to the CEO and the relevant HKCTA committees and council members.

#### **(B) Tennis Programme Development & Commercialisation**

- Spearhead the strategic review, restructuring, and commercial enhancement of junior and youth tennis development pathways to ensure quality, scalability, and financial sustainability.
- Oversee programme delivery at selected tennis centres, ensuring operational compliance with facility agreements, effective programme design and promotion, and optimal coach recruitment and performance.
- Implement robust monitoring frameworks to evaluate coach performance, student-coach interactions, and adherence to the Code of Conduct by all programme personnel.
- Forge strategic partnerships with coaches, clubs, and schools to broaden participation, elevate performance standards, and create integrated talent development pipelines.
- Ensure all programmes align with HKCTA's mission to nurture local talent and are underpinned by a clear, sustainable commercial model.
- Continuously assess programme outcomes, leveraging data and feedback to recommend to the CEO and the relevant HKCTA committees and council members, and to implement improvements.

#### **(C) Corporate Social Responsibility (CSR) & Community Engagement**

- Design and implement CSR initiatives that utilise tennis and its variation sports as a vehicle for positive community impact, inclusivity, and social development.
- Establish and manage partnerships with schools, NGOs, and community organisations to promote accessible tennis participation across diverse demographics.
- Develop and oversee community outreach projects that reinforce HKCTA's commitment to social responsibility and public engagement.
- Ensure the effective management and delivery of existing CSR programmes, achieving pre-defined KPIs and outputs, and closely liaise with the Accounts Department to ensure timely reimbursements from programme funders.
- Design, manage, and supervise fundraising activities for HKCTA and its Foundation to secure resources for community and development projects.
- Ensure all CSR initiatives are measurable, sustainable, and fully aligned with HKCTA's core values and strategic objectives.



### Candidate Profile

- At least 10 years' senior management experience, ideally in sports administration, facility management, event management, whether in profit or non-profit sector.
- Strong track record in commercial operations, government funding process, community engagement, client relations, and programme development.
- Demonstrated ability to lead teams, coordinate cross-functional projects, and deliver measurable outcomes.
- Excellent communication skills in English and Cantonese; Putonghua an advantage.
- High integrity, professionalism, and commitment to HKCTA's mission.

### What We Offer

This is a rare opportunity to lead the governing body of tennis in Hong Kong, influence the future of the sport, and work with passionate professionals and stakeholders. A competitive remuneration package will be offered commensurate with experience.

### Application Method

Interested candidates should submit a detailed CV to [info@tennishk.org](mailto:info@tennishk.org) with the subject line: *"Application for Senior Personnel Position for Events, Development, Centre Operations and CSR"*.

All applications will be treated in the strictest confidence. Personal data provided will be used solely for recruitment and employment-related purposes.

**Application Deadline:** 15 January 2026