



Job Opening: Commercial & Branding Manager

Key Responsibilities:

- **Sponsor Liaison & Support:** Serve as the primary point of contact for HKCTA sponsors and potential partners regarding day-to-day inquiries to ensure rapid communication and high satisfaction.
- **Branding Oversight:** Support the marketing team by managing the branding approval process, ensuring all sponsor logos and visibility meet contractual requirements and marketing standards.
- **Relationship Management:** Proactively address sponsor needs and provide solutions to maintain long-term partnerships and ensure all entitlements are professionally delivered.
- **Commercial Upselling:** Identify and create strategies for upselling existing sponsors to bespoke experiences, such as private Culinary Room bookings or other premium hospitality offerings.
- **Internal Coordination:** Work closely with internal sales, marketing, and operations teams, as well as external vendors, to ensure a cohesive approach to sponsor support.
- **Market Intelligence:** Monitor the sports industry landscape, specifically focusing on tennis and pickleball, to gather intelligence relevant to sponsorship branding and trends.

Requirements:

- A minimum of 5 years' experience (for Manager grade) of relevant working experience in sponsorship, brand management, or client services.
- Bachelor's degree holder in Event Management, Marketing, Business, or a relevant discipline is preferred.
- Fluency in spoken and written English and Chinese (Cantonese); knowledge of Mandarin is an advantage.
- Proficiency in Microsoft Office, including Excel and PowerPoint for preparing proposals and tracking.
- Attributes:
 - A team player who can work effectively under time pressure and meet tight deadlines.
 - Being creative, outgoing, flexible, and self-driven.
 - Willing to work irregular hours, including weekends and public holidays during tournament periods.
- Preferred Qualifications:
 - Knowledge of tennis or the sports industry.
 - Previous experience in government, NSA, or public sector organizations.



If you are interested in the above position, please submit detailed CV to info@tennishk.org. Please indicate on the subject of the email **“Application for Commercial & Branding Manager”**.

We look forward to hearing from qualified candidates who share our passion for tennis and growing the sport within our local community. All applications will be treated in the strictest confidence. Personal Data provided by appointees will be used strictly for recruitment and other employment-related purposes only.

The deadline of the application is 31 May 2026.