



269 Von Willich Ave 
Corporate Park 66
Block D
Ground Floor
Centurion
0157

+27-11-4420500 
info@tennissa.co.za 
www.tennissa.co.za 
Reg. No. 2000/018796/08

JOB SPECIFICATION MARKETING AND EVENTS MANAGER – TENNIS SOUTH AFRICA

Job Title:

Marketing and Events Manager

Reporting to:

General Manager

Department:

Commercial, Marketing & Communications

Location:

Tennis South Africa Offices, Centurion, Gauteng

Commencement Date:

1 July 2026

Contract:

24-month fixed-term contract (renewable based on performance)

Closing Date:

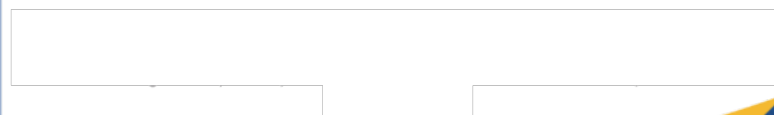
20 May 2026 | Submit your CV, cover letter and supporting document to careers@tennissa.co.za

JOB PURPOSE

The Marketing and Events Manager will lead and execute Tennis South Africa's marketing, communications, and event strategies with a strong focus on:

- Growing and retaining TSA membership
- Maximising sponsorship value and ROI
- Elevating the profile of South African tennis players and events
- Driving digital engagement and brand visibility
- Delivering world-class event marketing and broadcast coordination

The role is execution-focused with increasing strategic responsibility, supporting the General Manager and commercial leadership in driving key marketing and commercial objectives.





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KEY RESPONSIBILITIES

1. Marketing Strategy & Membership Growth

- Develop with support of General Manager and implement a national marketing strategy aligned to TSA's strategic objectives.
- Drive membership acquisition and retention campaigns across all platforms.
- Grow and manage TSA's membership database, including segmentation and targeted marketing.
- Develop initiatives to increase participation in clubs, schools, and tournaments.
- Track and report on membership growth, engagement, and conversion metrics.

2. Digital & Social Media Management

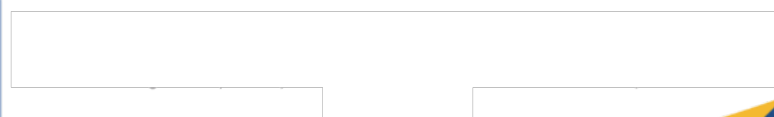
- Manage all TSA digital platforms (Facebook, X, Instagram, YouTube, website).
- Develop and execute a data-driven content strategy and social media calendar.
- Drive fan engagement, reach, and audience growth across platforms.
- Oversee content creation including graphics, video, player features, and storytelling.
- Monitor and report on digital performance (KPIs, analytics, trends).

3. Sponsorship & Commercial ROI

- Work closely with General Manager to activate sponsorships effectively.
- Ensure all sponsor deliverables are executed and measurable ROI is achieved.
- Develop post-event and campaign reports demonstrating value to partners.
- Identify opportunities to enhance sponsor visibility and fan engagement.
- Support in creating commercial proposals and partnership reports.

4. Events Marketing & Execution

- Manage marketing and promotion of all TSA events (local and international).
- Develop integrated event marketing plans (digital, PR, media, onsite branding).
- Oversee fan experience enhancements at events (e.g., activations, lounges, engagement zones).
- Coordinate with operations teams to ensure seamless delivery of events.
- Ensure all events are aligned with TSA brand and sponsor requirements.





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5. Media, PR & Player Profiling

- Manage TSA's public relations strategy and media engagement.
- Draft and manage press releases, media statements, and announcements.
- Build and maintain strong relationships with media, broadcasters, and stakeholders.
- Elevate the profile of South African players through storytelling and media exposure.
- Manage crisis communication and ensure consistent brand messaging.

6. Broadcast & Content Production

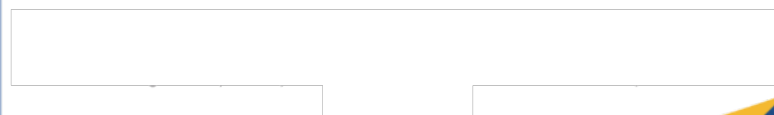
- Coordinate TV and live broadcast productions with partners (e.g., SABC, SuperSport, Discover Sport).
- Ensure high-quality live and digital content output for TSA events.
- Oversee content distribution across TSA platforms and partners.
- Support planning and execution of broadcast schedules and production requirements.

7. Reporting & Performance Management

- Develop and manage monthly marketing and events reports.
- Report on:
 - Membership growth
 - Social media and digital performance
 - Sponsorship ROI
 - Event performance and attendance
- Use data insights to continuously improve strategy and execution.

8. Stakeholder & Internal Collaboration

- Work closely with:
 - Tournaments
 - High Performance
 - Coaching
 - Development & Wheelchair Tennis
- Ensure alignment of messaging and campaigns across departments.
- Maintain strong relationships with players, coaches, provinces, sponsors, and media.





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KEY PERFORMANCE INDICATORS (KPIs)

- Membership growth and retention rates
- Digital growth (followers, engagement, reach)
- Sponsorship ROI and reporting quality
- Event attendance and fan engagement
- Media coverage and PR value
- Quality and consistency of content output

REQUIREMENTS

Education

- Bachelor's Degree / B. Com Degree in Marketing, Communications, Public Relations, or related field

Experience

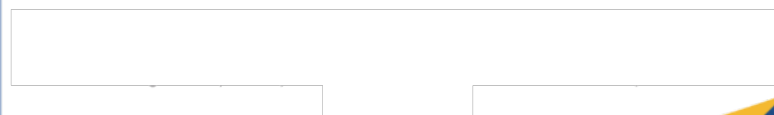
- Minimum 4-6 years' experience in marketing, events, or communications
- Proven experience in:
 - Digital marketing and social media strategy
 - Event marketing and execution
 - Sponsorship activation and reporting
 - Media and PR management
- Experience in sport industry is highly advantageous

SKILLS & COMPETENCIES

- Strategic thinking and execution
- Strong commercial and analytical mindset
- Excellent writing and communication skills
- Digital marketing and content creation expertise
- Stakeholder management and relationship building
- Project management and organisational skills
- Creative and innovative thinking

BEHAVIOURAL COMPETENCIES

- Drives Results
- Customer Focus
- Ensures Accountability
- Collaborates Effectively





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- Communicates with Impact
- Tech Savvy

ADDITIONAL REQUIREMENTS

- Valid driver's license
- Ability to travel locally and internationally when required

REMUNERATION

The position offers a remuneration package of approximately R40 000 per month (cost to company), depending on qualifications and experience.

EMPLOYMENT EQUITY

Tennis South Africa is committed to transformation in line with DSAC and SASCOG guidelines. These principles will be considered in the appointment.

TSA reserves the right not to make an appointment. Only shortlisted candidates will be contacted.

