

Lead, Digital Communications & Content Creation



ROLE OVERVIEW

JOB TITLE: Lead, Digital Communications & Content Creation

REPORTING TO: Head of Projects & Communication

LOCATION: Remote (Home-based)

About The Confederation of African Tennis

The Confederation of African Tennis (CAT), soon to become Tennis Africa, is the continental governing body for tennis in Africa, representing 52 National Federations.

As part of its new strategic vision, Tennis Africa is undertaking a major rebranding and digital transformation to strengthen its image, increase the visibility of African tennis, and enhance engagement with players, fans, partners and member federations across the continent.

To support this transformation, Tennis Africa is seeking an experienced and creative professional to lead its digital communication activities and create content.

The Role

The Lead, Digital Communications & Content Creation will be responsible for planning, creating and delivering engaging digital content that promotes Tennis Africa's competitions, development programmes, athletes, member federations and partners. The successful candidate will ensure that the new Tennis Africa brand is consistently represented across all digital platforms while contributing to the organisation's communication and marketing objectives. The role will also be responsible for creating and delivering all digital content related to the Tennis Africa rebranding, supporting the rollout of the new brand across all communication channels.

The role includes international travel to cover Tennis Africa competitions, meetings and events. The successful candidate must be available and willing to travel internationally when required.

Responsibilities

- Develop and implement Tennis Africa's social media content calendar.
- Create high-quality graphics, videos and digital content for all official platforms.
- Manage Tennis Africa's official social media accounts.
- Promote African players, competitions and development programmes.
- Produce short-form video content (Reels, Shorts, TikTok, etc.).
- Design promotional materials for tournaments, campaigns and institutional announcements.
- Coordinate communication campaigns around Tennis Africa events.
- Support the implementation of the new Tennis Africa brand across all digital channels.
- Create and deliver digital content to support the launch and promotion of the Tennis Africa rebranding, including campaign visuals, videos, storytelling and branded communication materials.
- Monitor social media performance and prepare monthly analytics reports.
- Engage with followers and contribute to the growth of Tennis Africa's online community.
- Work closely with the Head of Projects, and other departments to ensure consistent messaging.
- Support any additional communication or marketing initiatives as required.

You will have

- Proven experience in social media management and digital content creation.
- Strong graphic design skills.
- Experience in video editing and motion graphics.
- Excellent knowledge of Social Media.
- Strong copywriting and storytelling skills.
- Excellent organisational skills with the ability to manage multiple deadlines.
- Creativity, initiative and attention to detail.
- Ability to work independently in a remote environment.
- Excellent written and spoken English & French.
- Interest in sport; experience in tennis or international sports organisations is highly desirable.
- Flexibility to travel internationally, sometimes at short notice, to support Tennis Africa competitions, meetings and promotional activities.

What we offer

- Opportunity to contribute to one of Africa's most ambitious sports branding projects.
- Flexible remote working arrangement.
- International working environment.

Opportunity to work closely with National Federations and international partners.

Competitive monthly consultancy fee (depending on experience).

This position is home-based but includes international travel throughout Africa and occasionally outside the continent, depending on Tennis Africa's activities and events.

Expected Deliverables

Monthly content calendar.

Daily management of social media platforms.

Creation of graphics and promotional visuals.

Production of videos and reels.

Event communication packages.

Monthly performance reports.

Support for major communication campaigns and brand activation initiatives.

To apply

Please submit your **CV**, **Cover Letter**, and **Portfolio** (or examples of previous work) by email to:

contact@cattennis.com

Please include " **Application – Lead, Digital Communications & Content Creation** " in the subject line of your email.

Application deadline: 9 August 2026

Only shortlisted candidates will be contacted.