

Job Title: Manager Commercial

Company: Mandela National Stadium Limited

Location: Uganda

Reports To: Director Strategy and Business Development

Employment Type : Full-time

Job Purpose

To drive business growth and revenue generation through marketing, client acquisition, sponsorship, and brand management strategies that enhance the Stadium's visibility and profitability.

Key Responsibilities

- Develop and implement strategic marketing, sales, sponsorship, and partnership plans to promote the stadium's facilities, services, and brand.
- Identify, negotiate, and secure commercial partnerships, sponsorships, and concessions that maximize revenue and enhance the stadium's profile.
- Oversee the management of hospitality services, VIP guest experiences, and event-related customer relations.
- Conduct market research, competitor analysis, and audience profiling to inform business decisions and promotional strategies.
- Plan and execute marketing campaigns, advertising, and public relations activities across digital and traditional platforms.
- Monitor and evaluate sales, sponsorship, and concession performance against targets, providing actionable reports and recommendations.
- Manage branding, corporate communication, and digital presence to strengthen the stadium's image and outreach.
- Build and maintain strong relationships with clients, partners, sponsors, and key stakeholders.
- Coordinate customer feedback mechanisms and implement improvements to commercial, marketing and sales service offerings.

Qualification & Experience

- An Honors Bachelor's Degree in Marketing, Business Administration, Commerce, or a related field from a recognized institution.
- A Master's in any of the above fields.
- Professional certification in Marketing (e.g., CIM).
- Six (6) years working experience, three (3) of which should have been at senior or supervisory level in Marketing or Sales in a reputable organization.

Key Skills & Competencies

- Technical: Sales Planning and Forecasting, Marketing Strategy Development, Digital and Social Media Marketing, Market Research and Customer Analysis, Public Relations and Branding, Customer Relationship Management (CRM), and Data Analysis and Reporting.
- Behavioral: Creativity and Innovation, Communication and Negotiation Skills, Results Orientation, Leadership and Team Management, Networking and Relationship Building, along with Decision-Making and Problem Solving.