**JOB DESCRIPTION**

# ENTERTAINMENT AND EXPERIENCE LEAD

TotalEnergies CAF Africa Cup of Nations PAMOJA 2027

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| **Reports to** | **Competitions Director** |
| **Period** | From appointment until the end of the tournament |
| **Location** | Hybrid / CAF Headquarters (Travel Required to Tanzania, Kenya and Uganda) |

CAF is looking to recruit an **Entertainment & Experience Lead – AFCON 2027** to drive the development and delivery of the tournament's entertainment and experience strategy across Tanzania, Kenya and Uganda.

The successful candidate will be responsible for defining and implementing a compelling entertainment and experience vision that enhances the tournament atmosphere, engages fans and celebrates the diversity of African cultures.

Working closely with CAF departments, the Local Organising Committees (LOCs), host country stakeholders and external partners, the Entertainment & Experience Lead will ensure a consistent, high-quality and memorable experience across all tournament venues and locations.

This is a leadership position requiring strong strategic thinking, creative vision, stakeholder management and the ability to drive complex projects across multiple countries.

## Main responsibilities

### 1. Strategy, Vision & Creative Direction

- Develop and lead the overall Entertainment & Experience strategy and vision for AFCON 2027, ensuring alignment with CAF's brand positioning and tournament objectives.
- Define the creative direction, entertainment concept and experience standards across all tournament touchpoints.
- Develop an integrated entertainment and fan experience programme covering stadiums, matchdays, fan zones, public viewing areas and official tournament events.

### 2. Multi-Country Coordination & Leadership

- Lead the planning, coordination and implementation of Entertainment & Experience activities across Tanzania, Kenya and Uganda.
- Ensure consistency in the overall tournament entertainment concept while incorporating the unique cultural identities and characteristics of each host country.

- Provide strategic guidance and operational direction to local entertainment teams, consultants, agencies and service providers.
- Monitor progress and ensure alignment with CAF requirements, tournament milestones and operational standards.

### 3. Entertainment Programming & Talent Management

- Oversee the development and implementation of entertainment programmes for matchdays, stadiums, fan zones and special events.
- Supervise the planning and execution of live performances, rehearsals and entertainment activations.
- Ensure all entertainment content complies with CAF guidelines, cultural sensitivities and applicable local regulations.

### 4. Stakeholder Management & Cross-Functional Collaboration

- Act as the main CAF focal point for Entertainment & Experience matters, ensuring effective coordination with the three LOCs and relevant host country stakeholders.
- Work closely with CAF departments, including Tournaments & Events, Marketing, Commercial, Media, Communications, Stadium Management and other relevant functions.
- Coordinate with broadcasters, sponsors, venue operators, production companies and external agencies to ensure seamless integration of entertainment activities.

### 5. Operational Delivery & Quality Assurance

- Oversee the operational planning and execution of all Entertainment & Experience activities throughout the tournament.
- Establish and monitor quality standards, operational procedures and delivery timelines.
- Conduct regular site visits and operational assessments across host cities and venues.
- Ensure all activities are delivered safely, professionally and in accordance with CAF requirements and applicable local regulations.

## PROFILE

- Bachelor's degree in Events Management, Entertainment, Sports Management, Communications, Marketing or a related field.
- Minimum 8–10 years of professional experience in large-scale event management, entertainment, live production or sports event delivery.
- Proven experience in a senior management or leadership position, ideally within international sporting events, major festivals or large-scale entertainment projects.
- Demonstrated experience leading complex projects involving multiple stakeholders, venues and geographical locations.
- Experience working in multicultural and international environments is essential.
- Previous experience in Africa and/or multi-country event delivery would be a strong advantage.



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- Fluency in English is required; proficiency in French is an advantage.

## APPLICATION

Interested candidates should submit their CV via freelancer@cafonline.com mentioning the role title they are applying for in the email subject.



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