JOB DESCRIPTION
The Sponsorship & Operation Officer
TotalEnergies CAF Africa Cup of Nations PAMOJA 2027

Reports to	**Sponsorship Liaison And Operational Manager**
Period	From appointment until the end of the tournament
Location	Hybrid / CAF Headquarters (Travel Required to Tanzania, Kenya and Uganda)

Purpose of the role

To serve as the primary operational link between CAF and its commercial partners, ensuring every contractual right is delivered with excellence and to provide comprehensive support to the sponsorship division, optimizing internal processes and ensuring organizational efficiency.

Main responsibilities

- **Partner Liaison**: Manage day-to-day communication with assigned partners to ensure their brand objectives are met.
- **Rights Delivery:** Oversee the physical and digital execution of contractual assets.
- **Operational Compliance:** Ensure all competition venues (stadiums and training sites) adhere to "Clean Site" protocols and commercial branding guidelines.
- **On-Site Coordination:** Supervise partner activations at fan zones, hospitality areas, and during match-day ceremonies.
- *Growth Identification:* Monitor partner engagement and identify opportunities for contract renewals or expanded sponsorship packages
- **Workflow Coordination:** Facilitate the smooth flow of internal documentation, tracking approvals and signatures across various departments to ensure deadlines are met.
- **Documentation Management:** Maintain a high-quality, organized filing system for all departmental records, including contracts, amendments, and legal correspondence.
- **Financial Administration:** Support the department in tracking financial milestones, assisting with the preparation of payment requests, and monitoring the status of departmental expenses.
- **Operational Logistics:** Lead the logistical planning for departmental events, workshops, and travel, including venue bookings and schedule management.
- **Communication Support:** Manage the distribution of official departmental communications and serve as a central point of contact for internal inquiries.
- **Zoho CMR Systems Support:** Act as the administrative focal point for departmental databases and tools, ensuring all information is accurately recorded and updated.
- **General Departmental Support:** Provide ad-hoc administrative assistance to the management team to ensure the successful delivery of commercial projects.

Profile

The ideal candidate is a highly organized, proactive, and results-oriented professional with a strong understanding of sponsorship operations, commercial rights delivery, and administrative coordination. Commercial awareness, strong organizational and administrative skills, stakeholder management, and hands-on event operations experience.

- Education: Bachelor's degree in Sports Management, Business Administration, Marketing, Event Management, or a related field.
- Professional Experience: 3–5 years of relevant experience in sponsorship operations, sports event management, commercial partnerships, project coordination, or administration.
- Sponsorship Understanding: Knowledge of sponsorship rights, contractual deliverables, brand visibility, partner servicing, and commercial activation.
- Organizational Skills: Excellent planning, coordination, documentation, and time-management capabilities.
- Technical Skills: Proficiency in Microsoft Office (particularly Excel, Word, and PowerPoint); experience with CRM platforms such as Zoho is an advantage.
- Languages: Fluency in English is essential. French and/or Arabic would be 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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