

We're recruiting a Head of Commercial & Marketing

We are hiring a Head of Commercial & Marketing for a full-time position on behalf of our partner organization, Rwanda Premier League ([RPL](#)), based in Kigali. This opportunity seeks commercially driven leaders with a proven experience growing brands, building strategic partnerships, and developing sustainable revenue opportunities that will strengthen the league's commercial success.

About the Company

Rwanda Premier League Ltd (RPL) is the organization responsible for managing, developing, and commercialising Rwanda's men's top-flight professional football league. Established to drive the professionalisation of elite club football, RPL works closely with clubs, the Rwanda Football Association, commercial partners, broadcasters, and other stakeholders to deliver a professionally managed, financially sustainable, and commercially attractive league. Through innovation, strong governance, strategic partnerships, and operational excellence, RPL is committed to enhancing the quality, integrity, and competitiveness of the league while creating long-term value for clubs, players, supporters, and the broader football ecosystem. Its mission is to position the Rwanda Premier League as a leading professional football competition in Africa, capable of attracting investment, growing fan engagement, and elevating the profile of Rwandan football both regionally and internationally.

About the Role

The Head of Commercial & Marketing will lead Rwanda Premier League's commercial strategy by driving sponsorship acquisition, brand development, media partnerships, licensing initiatives, and revenue generation. The successful candidate will strengthen the league's commercial profile while creating new opportunities that increase visibility, fan engagement, and long-term financial sustainability.

Responsibilities & Scope of Work

- Develop and implement the league's commercial and marketing strategy.
- Identify, negotiate, and secure sponsorship and partnership opportunities.
- Build and maintain strong relationships with commercial partners and stakeholders.
- Lead brand positioning, marketing campaigns, and promotional initiatives.
- Oversee media partnerships and commercial rights development.
- Identify new revenue streams through licensing, merchandising, and strategic collaborations.
- Support sponsorship activation and partner visibility across league activities.
- Monitor commercial performance and prepare regular performance reports.
- Collaborate with internal teams to strengthen fan engagement and commercial value.
- Represent the league in commercial engagements and business development opportunities.

Job Requirements & Qualifications

- Bachelor's Degree in Marketing, Sales, Business Administration, Communications, or a related field.
- 4-5+ years of relevant experience in sales development, business development, strategic partnerships management, commercial initiatives launch, and marketing.
- Demonstrated success in partnership development and revenue generation.
- Strong negotiation, networking, and relationship management skills.
- Excellent leadership and project management competencies.
- Strategic thinker with strong commercial awareness.
- Outstanding communication and presentation skills.
- Passion for sports business and brand development is an added advantage.

Benefits

- **Salary:** A competitive compensation package aligned with the role's responsibilities and current market standards.
- **Employee Benefits:** The benefits shall be in accordance with the applicable labor laws of Rwanda and the company's policies, including medical insurance and RSSB contributions.
- **Contract Duration:** An open-ended employment contract will be offered.

To Apply

We are collecting your job applications in two complimentary ways:

- **1st:** Find the Job Application Link Here:
<https://jobra.africa/talent/job-board/explore/ffcafbe3-0601-47e2-af7a-c9729898b191?saved=0> **Note:** you will Complete your Talent Profile, then access the **Talent Portal** to explore and apply for this job opportunity.
- **2nd:** Your CV/Resume will be required by our partner Employer, please submit it via this [FORM](#).

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- **Deadline:** July 19, 2026