

JOYCE R. KAPOTA

SPORT ADMINISTRATOR

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PROFFESIONAL SUMMARY

An efficient **Sport Administrator** with extensive experience spanning the Sport sector and Hospitality industry. A focused, dedicated and results driven individual with a vision of positively impacting society through engaged public relations and effective, articulate communication. A sustainability proponent and advocate for commercialization of the local sporting product. Over 12years' experience in football administration with broad knowledge and research towards women in football affairs.

AREAS OF EXPERTISE

- Event Management
- Communication and Presentation skills
- Event Marketing and Brand Activation
- CRM and Fan Loyalty Programs
- Sponsorship acquisition and retention
- Sports Governance Knowledge
- Creativity and Innovation (Adobe Suite, Canva)
- Digital Marketing and Social media proficiency
- Marketing, Branding and Public Relations
- Sports Hospitality
- Brand Strategy and Fan Engagement
- Club Licensing tenets

WORK EXPERIENCE

- Current** : **Founder and CEO** – Amor' Sport Consultancy and Amor' Sport Foundation
- Part time work** : Judge for the **Zimbabwe Annual National Sports Awards (ANSA)**
- : **Zimbabwe Soccer Premier League** Club Licensing Committee Member
- : **Zimbabwe National Women in Sport Committee** - Head of Marketing and Branding
- : **Zimbabwe Homeless World Cup Football Team** - Communications and Branding
- Nov. 2021 - Feb. 2023** : **ZIFA (Zimbabwe Football Association)** Football Restructuring Committee Member
- Oct. 2016 - Dec. 2020** : **Communication and Publicity Manager** - Special Olympics Zimbabwe
- May 2012 - July 2016** : **Communication and Public Relations Manager** - CAPS United Football Club
- Feb. 2011 - May 2012** : **Guest Services Liaison Manager** - Crowne Plaza Monomotapa Hotel (****)
- Feb. 2007 - August 2009** : **Guest Services Officer** – Rainbow Towers Hotel and Conference Centre

PROFESSIONAL QUALIFICATIONS

Master in Sport Business, Specialization in Sport Marketing and Sponsorship

Johan Cruyff Institute | Barcelona | September 2022 – October 2023

Executive Programme in Sport Management (FIFA/CIES)

Nelson Mandela University | South Africa | 2018

Women Leadership and Sports for all Programme

TAFISA (The Association for International Sport For All), Region 5 African Union Sports Council | May [2022](#)

FIFA Guardians Safeguarding in Sport Certification

FIFA Guardians Safeguarding Essentials Course | [Level 2](#) | May [2024](#)

E-sports Industry Certificate

Johan Cruyff Institute | Barcelona | December [2023](#)

International Honours Group Diploma on Hospitality Management (First Degree equivalent)

Cambridge International College | (UK) | [2010](#)

International Diploma in Advanced Study of Theory & Practice of Administration & Management

Cambridge International College | (UK) | [2009](#)

Diploma in Business Administration / Management

The British College of Professional Management | (UK) | [2006](#)

International Diploma in Mass Media and Communication

Cambridge International College | (UK) | [2020](#)

Diploma in Hospitality Management

Institute of Commercial Management (ICM) | (UK) | [2007](#)

Diploma in Community Development (Level 4)

Association of Business Managers and Administrators (ABMA) | (UK) | [2017](#)

Diploma in Sales and Marketing (Part 1)

Southern African Institute of Marketing | (SAIM) | [2012](#)

Diploma of Studies in French Language DELF A1, A2

Republique Française, Centre International D'études Pédagogiques | (CIEP) | [2019](#)
(Level 1 French) | Arrupe Jesuit University

PROFESSIONAL TRAINING & CERTIFICATION

- Graduate of the **Women's Sport Leadership Academy (WSLA)** Programme run by the Anita White Foundation in collaboration with the University of Chichester | [2020](#)
- **Zimbabwe Olympic Committee (ZOC) Mentorship Programme** (Mentor was ZOC Chief Executive Officer Ms. Anna Mguni) | June 2019 –May [2020](#)
- **Level 1 Football Coaching Certificate** (Zimbabwe Football Association) | ZIFA | [2017](#)
- **UN Sport, Development and Peace Certification** United Nations International Sustainable Development Program (SDP) | [2024](#)
- **Grassroots Football Coaching Certificate** (Federation of International Football Associations) | FIFA | [2017](#)
- **SuperSport TV** training on how to handle the Media, Sport interviews and Sponsorship Management | [2015](#)

MILESTONES

- Johan Cruyff Institute Partner (Africa)
- Speaker at the Common Goal “Football for Sustainability Summit” hosted by the German Federal Government in collaboration with UEFA EURO 2024 and the United Nations (Berlin 2024), “Gender and Football” topic.
- Vice President Candidate for Zimbabwe Football Association 2025
- Appointed Vice Chairperson on the Judges panel for the Zimbabwe Annual National Sports Awards (ANSA)
- Appointed onto the ZIFA (Zimbabwe Football Association) Restructuring Committee by the SRC (Sports and Recreation Commission). Driving Compliance, reform and Governance for more 150 teams.
- Organizing Committee Member for the Zimbabwe Homeless World Cup team to Oslo, Norway 2025 Homeless World Cup. Global stage with more than 70 nations, 500 players and a potential 250 000 audience
- Won the ninth Edition of the FIFA/CIES University for Best Project at Nelson Mandela University, project titled “Research on Quality of Governance for Football Associations in Africa
- Head of Commercial - Zimbabwe National Women in Sport Committee, run by the Zimbabwean Sports Ministry
- Johan Cruyff Master’s Degree 1-year Project on “Raising awareness of Women’s Football in Zimbabwe”
- First female CAPS United Spokesperson / Communications Manager. Led fan engagement for 250 000+ supporters and more than 10 national campaigns
- Regional Head of delegation for CAPS United F.C and managing tournaments, logistics and branding to Malawi and Mozambique (Yearly pre-season tournaments)
- French Translator for FC Platinum CAF match in Tunisia against Esperance Sportive de Tunis F.C. More than 5 million pan African Viewership.
- Developed the first Football App for CAPS United Football Club, a first in Zimbabwean football. CAPS United F.C was the first Football Club to own a mobile App.
- Increased CAPS United merchandise sales by 80% by expanding distribution points and increase in fan engagement activities
- Introduced loyalty programs for CAPS United Football Club fans and revenue increased by 50%
- Appointed onto the CAF Club Licensing Compliance Committee for Zimbabwean PSL Football Clubs
- Tony Elumelu Foundation Entrepreneur Seed Capital Winner (Women Sport Business). One of 15 000 women awarded from 400 000+ African Applicants

REFERENCES

Dr. Blessing Rugara | Chairman, Zimbabwe Football Restructuring Committee | +27 82 447 3515 | bur@cicapglobal.com

Lukas Dorda | Director of Online Programs, Johan Cruyff Institute | +34 93 4187868 | Lukas.dorda@cruyffinstitute.org

Dr. Gerald Mlotshwa | Chairman, Zimbabwe Sports and Recreation Commission | +263 773 271 567 | gerald@titanlaw.co.zw

Vernon Oosthuizen | Director for Sport Management FIFA / CIES, Nelson Mandela University | +27 41 504 3713 | vernon.oosthuizen@mandela.ac.za