



Cricket South Africa

wishes to appoint a

Media Manager

CSA (Cricket South Africa/Company) is the national governing body for the sport of cricket in South Africa and administers all aspects of South African cricket.

A position for a **Media Manager** has become available. The successful candidate will be responsible for responsible for an effective and professional media and public relations / communications management service on behalf of CSA towards external stakeholders. In addition, candidate will be responsible for maintaining a positive and favourable image of the organisation and all its teams, both nationally and internationally by communicating programs, accomplishments and/or points of view, and fielding media questions and pitching stories to the media, preparing media kits and organising press conferences.

The role will report to the **Head: Communications & Media** and is integral to the effective and efficient functioning of the Commercial Business Unit. Being in the sport of cricket, the role requires the ability and willingness to travel, work long hours, over weekends and public holidays where necessary.

The more important criteria for the appointment is set out below and although not exhaustive, would serve as a guideline in assessing a prospective candidate.

Key job duties/responsibilities:

Key performance areas include but are not limited to the following

1. Stakeholder Relationship Management

- a) Develops a database of media contacts in order to send out media releases both nationally and internationally.
- b) Secures a network of connections with the media to spread favourable information about designated CSA team on different media platforms;
- c) Maintains good relations with photography companies in order to obtain photographs at no cost;
- d) Fields queries from media in relation to designated CSA team matters;
- e) Develops and maintains close contact with representatives of all local media to aid in gaining favourable publicity for CSA; and
- f) Liaises with CSA stakeholders on a regular basis to maintain good working relations.

2. Budget Management

- a) Analyses the business plan to determine the financial requirements;
- b) Obtains the budgetary prescriptions from the Finance Division;
- c) Determines financial allocations in accordance with deliverables;
- d) Submits budget for approval in accordance with policies and procedures;
- e) Monitors expenditure against budget and ensures spending occurs within budgetary limits;
- f) Peruses monthly expenditure statements from Finance and addresses anomalies; and
- g) Explores opportunities to reduce costs.

3. Public Relations and Communications

- a) Acts and speaks on behalf of CSA in relation to designated CSA team;
- b) Writes press releases, prepares media reports, responds to requests from journalists, drafts speeches, arranges news interviews and press conferences;
- c) Liaises with counterpart in host countries to coordinate press conferences for designated CSA team on tour;
- d) Handles the reputational management aspect for designated CSA team to obtain good press through public appearance;
- e) Engages with Sponsors to coordinate player appearances after consultation with the Sales & Sponsor Relations Department;
- f) Conducts video shoots to interview team players and Coaches and makes available raw footage to media houses for download and use; and
- g) Accompanies designated team on tour to enable optimum media coverage and publicity, as and when directed.

4. Media Management

- a) Drafts positive media releases to shape public perception and increase awareness for designated CSA team;
- b) Develops different strategies for different platforms to enable maximum publicity;
- c) Plans for all events upfront by obtaining match calendar to guarantee media coverage;
- d) Showcases designated CSA Team's achievements on all social media platforms to generate media and public interest;
- e) Uploads match reports on online Social Media platforms to generate public interest / following;
- f) Finds the most suitable angle to report on team news to generate public interest;
- g) Assists with media accreditation during events to enable coverage of CSA events;
- h) Approves all content related to teams to agencies in relation to advertising campaigns by working closely with the Marketing & Brand department;
- i) Assists in supplying content for all CSA publications and website regarding designated CSA Team;
- j) Works closely with any CSA cameraman on tour to ensure content is syndicated;
- k) Assists with content generation for the CSA "You Tube" channels;
- l) Manages Google Hangout process for designated CSA Team; and
- m) Responds to team related media queries.

5. Ad Hoc

- a) Performs such additional functions as may be instructed by the Head: Communications & Media from time to time.

Essential requirements pertaining to the candidate's skills, qualifications and experience:

- a) A relevant bachelors' degree in Communications and Media or a similar qualification (NQF7), postgraduate degree will be advantageous;
- b) A minimum of 5 years working experience in management in a broadly defined media and communications environments, with sports exposure being an advantage;
- c) Knowledge of Cricket Fraternity or the Business of Sport;
- d) Computer literate with proficiency in MS Office suite – Word, Excel, Power Point, Internet, Publisher;
- e) Strong communications skills (Public Relations);

- f) Excellent copy writing skills;
- g) Strong administration skills; and
- h) Previous experience in Cricket or any other sports administration is highly advantageous.

In addition, the following would be important:

- a) Solid knowledge, understanding and application of communications;
- b) Ability to manage the departmental budget, forecasting and financial management in line with the strategic objectives of the organisation.
- c) Appreciation for deadlines, discrete and able to uphold confidentiality;
- d) Ability to multi-task, strong decision-making ability;
- e) Good attitude and excellent interpersonal skills;
- f) Conflict management and resolution skills;
- g) Sound analysis and judgement;
- h) Excellent communication skills (verbal and written) including ability to communicate with people at all levels;
- i) Ability to plan, organise and work effectively on own and as part of a team;
- j) Ability to work under pressure and handling of stress; and
- k) Passionate about the game of cricket.

Successful candidate would be based at the CSA Head Office, 86 5th Street, Melrose Estate, Johannesburg. Qualifying candidates can apply to careers@cricket.co.za with a comprehensive CV, copy of SA ID, copies of qualifications and at least two contactable references. As part of your application complete the following Questionnaire. [CLICK HERE](#)

All applications will be treated in strict confidence. Short listed candidates will undergo interviews and possible additional assessments.

In making the final selection, consideration will be given to the employment equity objectives of CSA. A performance agreement shall be entered into with the successful applicant. CSA reserves the right not to make an appointment.

The closing date for all applications is **30 September 2021**. Only shortlisted candidates will be contacted. Should you not receive a response to your application within 14 days after the closing date, please consider it as being unsuccessful.

CSA is an equal opportunity, affirmative employer. It is our intention to promote and broaden the diversity of our workforce ensuring South Africans of all races, gender, disability can be involved in the administration of cricket. The appointments are made in line with CSA's employment equity commitments.