



# Cricket South Africa

wishes to appoint a

## Chief Commercial Officer

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 **Chief Commercial Officer (CCO)** has become available. The successful candidate will be a key member of the C-suite, the CCO will assume a strategic role in the overall management of commercial affairs of CSA. The CCO will be responsible for all Commercial and related matters.

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

### **Key job duties/responsibilities:**

Key performance areas include but are not limited to the following:

#### **1. Revenue Growth amongst others through Business Model Innovation**

a) Identifying and exploiting opportunities for sustainable revenue growth, including but not limited to applying innovative thinking to the business model for CSA in particular and cricket in South Africa generally.

#### **2. Broadcasting Rights**

- a) Securing and maintaining multi-year agreements for broadcasting rights that make material contributions to CSA's sustained net income stream.
- b) Ensuring that broadcasting rights do not constrain CSA's ability to exploit additional sources of revenue by for example the unnecessary signing away of rights.

#### **3. Sponsorships & Niche Relationships**

- a) Securing and maintaining material sponsorships for the National Women's and Men's teams as well as for the feeder formats.
- b) Exploring the possibility of stratifying sponsorships not only by the level of the game but also across formats, given fan demographics and other relevant variables.

#### **4. Digitisation at all levels of CSA and Identifying and Exploiting Digital Distribution Channels as Revenue Drivers**

- a) Developing and implementing a comprehensive and holistic digitisation strategy for CSA that:
  - i) Automates / digitises as many internal processes as possible;
  - ii) Exploits as many digital distribution channels as possible; and
  - iii) Turns digital distribution into a significant and sustainable revenue source for CSA.

**5. Liaison with Public Affairs Executive and Chief Marketing Officer**

- a) Ongoing liaison with and seamless integration of commercial planning and activities with those of the Public Affairs Executive and the Chief Marketing Officer in order to ensure that “the left hand always knows what the right hand is doing”.

**6. Project & Programme Management**

- a) Overseeing a dedicated end-to-end project and programme management capability for CSA, focusing largely but not exclusively on project and programmes that make a material contribution to CSA’s revenue stream.

**7. Format Innovation**

- a) Contributing to format innovation along with all the Executive level colleagues at CSA; with the specific responsibility of ensuring that such innovation is financially feasible and sustainable.

**8. Contract Management**

- a) Ensuring that CSA and parties with whom CSA enters into contractual relationships with, comply with all contractual provisions etc.

**9. Commercial Research & Benchmarking**

- a) Performing ongoing research and benchmarking as to the funding models of all mainstream global commercial sport and cricket in particular, using the results of such research and benchmarking to advise CSA on future commercial strategy options.

**10. People Management (Own Direct Reports)**

- a) Regularly and on a set schedule meets with all direct reports in a structured fashion, both one-on-one and collectively.
- b) Monitors and manages performance to clearly communicated expectations, including but not limited by means of Keeping Score!
- c) Ensures PDPs (Personal Development Plans) are executed.
- d) Maintains an environment and climate conducive to high performance.
- e) Leading by example.
- f) Acting as a mentor to own team members and other CSA staff.

**11. Ad Hoc**

- a) Takes on such additional duties and responsibilities as the CEO may set from time.

**Essential requirements pertaining to the candidate’s qualifications and experience:**

- a) A graduate qualification in Commerce, Business or similar. A postgraduate qualification in Commerce, Business or similar would be ideal.
- b) A minimum of 10 years working experience in a senior corporate Commercial role.
- c) Fundamentally understanding all of the key and niche sustainable revenue drivers in professional and amateur sport.

**In addition, the following competencies (skills and behavioural attributes) would be important:**

- a) Excellent negotiating skills
- b) Commercial strategy development

- c) Identification, commercialisation and monetisation of diverse and new income streams
- d) Using Digital Media as a distribution channel
- e) Identifying and bringing on board sponsors
- f) Managing of sponsor relationships
- g) Practical application of Commercial Law and the Law of Contract
- h) Project Management
- i) Contract management
- j) Financial Management
- k) Creativity / ability to innovate
- l) Approachable
- m) Effective communicator
- n) Outstanding organisational and leadership abilities
- o) Excellent interpersonal skills
- p) High aptitude in decision making and problem-solving
- q) Demonstrating good judgement
- r) Cognitive flexibility
- s) High emotional intelligence
- t) Service orientation
- u) Critical thinking ability
- v) Complex problem-solving ability

The role will report to the **Chief Executive Officer (CEO)**. The role requires the ability and willingness to travel, work long hours, over weekends and public holidays where necessary.

The successful candidate will be based at the CSA Head Office, 86 5th Street, Melrose Estate, Johannesburg. Qualifying candidates can apply to [careers@cricket.co.za](mailto:careers@cricket.co.za) with a comprehensive CV, copy of SA ID, copies of qualifications and at least two contactable references.

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 **04 April 2022**. 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.