



Cricket South Africa

wishes to appoint a

Chief Marketing 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 Marketing Officer (CMO)** has become available. The successful candidate will be a key member of the C-suite, the CMO will assume a strategic role in the overall management of marketing and brand affairs of CSA. The CMO will be responsible for

- a) ensuring effective marketing of CSA's "products" by managing complex and multiple customer interaction points and the coordination of campaigns and events.
- b) providing leadership in strategic marketing strategy formulation, definition and execution, which serves as a foundation for developing the brand strategy and driving CSA's presence in all parts of the cricket fan base.

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. Develop and Implement an Innovative Marketing Strategy

- a) Analyses the CSA strategy to determine the future trends and strategic direction in as far as it impacts marketing and the dynamic interface between marketing, commercial and public affairs portfolios.
- b) Interprets the company strategy and roadmap and relates to the Marketing Department roadmap to determine the activities in specific areas:
 - i) Market research
 - ii) Advertising
 - iii) Fan Services

2. Liaison with Public Affairs Executive and Chief Commercial Officer

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

3. Product Management

- a) Strategically driving the development, market exposure and continual support and improvement of all CSA's "products" at all levels.

4. Brand Building / Brand Equity

- a) Developing and executing granular branding strategies for both the game and for CSA, thereby measurably increasing the brand equity of both.

5. Fan Experience Design / World Class Experiences across all formats of the Game

- a) Actively designs and on an ongoing basis tweaks the end-to-end Fan Experience, thereby ensuring world class fan experiences across all formats of the game.

6. Spectacular Live Events (International Home Fixtures & Domestic Leagues)

- a) In adjunct to fan experience design, being responsible for all marketing and practical aspects of hosting spectacular live events, starting with detailed planning and faultless execution of the marketing of events before and during the event and measuring the ROI on specific marketing efforts after the event.

7. Marketing and Sales

- a) Strategically and proactively identifying and developing strategic marketing opportunities.
- b) Develops in-depth marketing and sales strategies that are fully aligned with the CSA Vision, Mission, Values and Corporate strategy.
- c) Responsible for the complete and successful execution of marketing and sales strategies.
- d) Performs benchmarking and other research as an input into marketing and sales strategy.
- e) Negotiates and oversees / monitors merchandise licensing agreements.
- f) Coordinates all sales activities, albeit that sales are deemed a shared responsibility across all members of the C-suite.
- g) Coordinates with external merchandise sales agencies

8. Manages Advertising

- a) Identifies relevant media in line with Marketing and Communication strategies.
- b) Develops, implements and monitors media exposure continuously.
- c) Identifies further mixed media opportunities for CSA presence.
- d) Evaluates advertising spend to optimise spending.
- e) Negotiates contracts with merchandise vendors for positive ROI.

9. Corporate Events and Hospitality

- a) Responsible for the smooth organisation and related support for all Corporate events (typically but not always involving sponsors and holders of broadcasting rights etc.) and CSA corporate hospitality activities.

10. Stadium Safety and OHASA (Occupational Health and Safety Act) compliance oversight

- a) By virtue of being responsible for Live Events as set out above, oversees that all Affiliate-owned stadiums and facilities are fully compliant with all relevant statutory stadium and OHASA requirements

11. 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.

12. **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) An Honours Degree in Marketing, Business etc. or an equivalent qualification (NQF level 8). A postgraduate qualification in Marketing and membership of a relevant industry body such as the Marketing Association of South Africa and/or SAMRA (Southern Africa Marketing Research Association) would be ideal.
- b) A minimum of 10 years' experience in all aspects of developing and executing marketing strategies at a senior level.
- c) A track record in designing and successfully / demonstrably executing strategic marketing campaigns.

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

- a) Strategic Marketing strategy development and execution
- b) Sales strategy development and execution
- c) Data analysis
- d) Report writing
- e) People management
- f) Coordination
- g) Negotiation
- h) Public speaking and presenting
- i) Leading by example
- j) Approachable
- k) Interpersonal skills
- l) Good communication skills
- m) Decision-making skills in own field
- n) Excellent complex problem-solving skills in own field
- o) Good judgement
- p) Creativity
- q) Cognitive flexibility
- r) High Emotional Intelligence
- s) Critical thinking 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 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.