



Cricket South Africa

wishes to appoint a

Public Affairs Executive

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 **Public Affairs Executive (PAE)** has become available. The successful candidate will be a key member of the C-suite, the PAE will assume a strategic role in the overall management of public affairs of CSA. The PAE will be responsible for:

- a) developing, managing and advising on relationships with all internal and external stakeholders, overseeing and coordinating mutually beneficial relationships built on a firm understanding of all CSA strategic priorities.
- b) Leading, managing and directing the Public Affairs function of Cricket South Africa (CSA), including Stakeholder Management, Communications and Media.
- c) Liaising closely with the Chief Marketing and Chief Commercial Officers to ensure consistency in all external messaging and all-round alignment in executing the CSA strategy.

For the purpose of clarity, the CSA stakeholder base includes all cricket fans current and future, CSA Affiliates / Members, Government at all three levels, communities, players, CSA staff and the Media.

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. Public Affairs Strategy

- a) Compile an overarching Public Affairs sub-strategy derived from the CSA strategy, including:
 - i) Developing and maintaining a detailed Members Council liaison sub-strategy;
 - ii) Developing and maintaining a detailed Government (all three levels) liaison sub-strategy;
 - iii) Developing and maintaining a detailed Community liaison sub-strategy;
 - iv) Developing and maintaining a detailed Media Communication sub-strategy (digital, social and print);
 - v) Developing and maintaining a detailed Player enablement, support and fulfilment sub-strategy;
 - vi) Developing and maintaining a detailed CSA Staff enablement, support and fulfilment sub-strategy; and
 - vii) Developing a sub-strategy on developing and maintaining an individual level highly granular sophisticated fan database within the constraints of POPIA.

2. Members Council

- a) Be the primary point of contact in respect of all Members Council matters.

- b) Build and maintain constructive working relationships with the Presidents and CEOs of all Affiliates / Members.
- c) Pro-actively identify and develop mitigating strategies for any potential conflicts between CSA and the Member's Council, collectively or as individual Affiliates / Members.

3. Reputation and Crisis Management

- a) Actively and where possible pro-actively support the CEO with all reputation and crisis management matters in a hands-on fashion.

4. Government Relations

- a) Develop, manage and strengthen relationships between CSA and the South African national, provincial and local Governments, other Government entities, local authorities including cities, and metropolitan municipalities ("Public Sector Stakeholders").
- b) Liaise and strengthen relations with Government Departments and acquire financial and practical assistance with cricket infrastructure development.
- c) Prepare and lodge funding applications to the National Lottery Commission.

5. Communications & Media

- a) Oversee and ensure that comprehensive, up to date and fit-for-purpose communications strategies are developed and implemented, at both CSA and event levels.
- b) Liaise with Marketing and support the development and execution of all brand building activities.
- c) Oversee and ensure alignment between all communications and media activities and CSA strategies.
- d) Maximise exposure, growth and the related commercial value of the core brands as well as the overall effective communication of CSA's messaging and alignment of all Cricket Events to the core brand strategies.
- e) Lead, direct and oversee the Corporate Relations and internal and external communications functions.
- f) Manage operational and reputational risks across entire communications and media portfolio and support Marketing with brand development and digital marketing messaging.

6. Stakeholder Management

- a) Develop, manage and strengthen relationships between CSA and:
 - i) Members Council
 - ii) Board
 - iii) SACA (South African Cricketers Association)
 - iv) Employees (Staff & Players – oversee the HR Function via a Senior HR Resource)
 - v) ICC
 - vi) SASCO
 - vii) Foreign Missions in RSA
 - viii) Other Regulatory Bodies
 - ix) CSA Members / Affiliates
 - x) Public / Fans
 - xi) Sponsors
 - xii) Other Sports Federations
 - xiii) Communities

xiv) Etc.

- b) Develop and maintain the stakeholder matrix.
- c) Compile and deliver presentations as required to Parliamentary Portfolio Committee on Sports and Recreation.
- d) Liaise with SASCOC on statutory requirements for Sports and Recreation

7. Fan Database

- a) Develop and maintain an individual level highly granular and sophisticated fan database within the constraints of POPIA.

8. Contracted Player and CSA Staff enablement

- a) Contracted player enablement, support and fulfilment in conjunction with the Director of Cricket; and
- b) CSA Staff enablement, support and fulfilment in conjunction with the CFO.

9. 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.

10. 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 Public Relations / Communication (NQF 8) or equivalent. Membership of PRISA (Public Relations Institute of Southern Africa) or similar will be an advantage. In addition, a postgraduate qualification in Business would be an advantage
- b) A minimum of 10 years senior management experience in a Stakeholder Management, Communications and Media role or similar, with demonstrable experience in strategic level Government Relations of which five years must have been as a senior manager.

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

- a) Communications strategy formulation and execution
- b) Stakeholder Management strategy formulation and execution
- c) Data analysis and problem solving
- d) Report writing at Board level.
- e) People management
- f) Coordinating across various disciplines
- g) Negotiation and influencing
- h) Media presentation and public speaking skills
- i) Openness and transparency

- j) Objectivity
- k) Consistency
- l) Professionalism
- m) Creativity
- n) High Emotional Intelligence
- o) Service orientation

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.