



Cricket South Africa

wishes to appoint a

Brand Specialist

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 **Brand Specialist** has become available. The successful candidate will be responsible for:

- a) acting as 'gate keeper' and/or CSA's overall Brand custodian across all existing and new CSA brands and/or products including strict adherence of brand guidelines and strategic direction.
- b) formulating, managing and coordinating the production and implementation of key strategic and operational brand initiatives that connect cricket stakeholders with the core CSA brand.

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. Strategy Implementation and Execution

- a) Analyse the approved CSA strategy to determine the future trends and strategic direction in as far as it impacts CSA's brands and the dynamic interface between marketing, commercial and public affairs portfolios.
- b) Assist the CSA Marketing team improve on the CSA brand loyalty index as well as the Company's Net Promoter Score by shaping the company's outward corporate brand image.
- c) Strategically and proactively identifying and developing CSA brand strategic opportunities and positioning.
- d) Develop and implement in-depth corporate, teams, events/tournaments/leagues, products (merchandise and loyalty programme) brand strategies that are fully aligned with the CSA Vision, Mission, Values and Corporate strategy.
- e) Manage end-to-end CSA short to long term new products/events/leagues projects from a brand positioning perspective.
- f) Interpret the company strategy and roadmap and relates to the Marketing & Brand Department roadmap to determine the activities in specific areas:
 - i. Market research – fans, competitive landscape and other related research
 - ii. Brand positioning the game of cricket and/or the sport in line with CSA's vision and mission.
 - iii. Brand positioning of all Fan engagement and experiences.
 - iv. Assist in hosting World-Class Cricket events through the provision of brand guidelines, collateral, brand material etc

2. Operational Coordination

- a) Conduct extensive annual primary and secondary research.
- b) Keep the team abreast of competitor trends and best practices.
- c) Undertake and analyse CSA's Brand positioning and consumer insights in relation to the competitive landscape.
- d) Stay up-to-date on consumer research and market trends.
- e) Analyse research, data and trends.
- f) Interpret actionable marketing insights - challenges and opportunities.
- g) Create competitive reviews and situational analyses.
- h) In-depth understanding of the Brand Strategy development frameworks and be the major architect of the evolution of the strategy over time.
- i) Set clear Brand goals and track Brand performance against the set goals.
- j) Ensure Brand consistency and homogeneity.
- k) Develop CSA's overall Brand architecture, positioning and strategy.
- l) Help shape and communicate CSA's vision and mission.
- m) Ensure that the Brand Strategy document is reviewed annually with relevant members of senior management present at the review. Any changes agreed upon at the review meeting must be recorded in an updated Brand Strategy document, using the standard company-approved format and properly communicated to the relevant parties.
- n) Implement & manage brand guidelines for Cricket South Africa and sub-brands including Protea brand and any other new brands that emerge as a matter of organisation development.
- o) Leading ideation and brainstorming sessions.
- p) Develop short and long term corporate and sub-brand strategies that seek to unpack the company's unique selling propositions, brand values, brand strengths, target market, target consumers, and overall brand history.
- q) Assist in building solid target audience connections by utilizing psychological concepts, and other techniques for each brand, event/tournament and/or product.
- r) Create excitement around the CSA Brand and help come up with ideas to further build brand equity and development amongst various stakeholders.
- s) Develop brand identities, strategies and marketing campaign ideas for CSA and various Brands.
- t) Translating brand elements into plans and go-to-market strategies.
- u) Input ideas for new and existing brand campaigns and take ownership of their development and implementation.
- v) Communicate various brand personalities internally and align company around foundational ideas.
- w) Assist with brand reputation management, sentiment tracking and brand equity building initiatives.
- x) Analyse and report to the business on a monthly basis.
- y) Write compelling brand stories.
- z) Brief and collaborate with creative teams.
- aa) Manage brand creative direction – brand voice and visual representation.
- bb) Implement campaigns and brand communications that create a consistent & engaging brand message, grow brand equity, consistently present our brand's reputation positively in the competitive sporting marketplace, and drive growth through a razor-sharp focus on our fans.

- cc) Support the Brand & Marketing Manager on coordination and execution of all multi-channel ATL campaigns, working closely with external advertising & media planning agency to develop annual Brand & Marketing strategy that delivers consistent on-brand messaging through all communication touch-points.
- dd) Responsible for conceptualizing, motivating, and managing the introduction of new products, line extensions, and product improvements. The standard New Product Launch (NPL) process must be followed in this regard.
- ee) Take the lead on creative and executional briefing of brand-led marketing campaigns, brand events and projects, keeping marketing channel managers aligned to deliver a consistent brand message and coordinating campaign reporting to analyse results.
- ff) Daily management of brand campaign documents like marketing calendars, campaign & project control documents, battleplans, briefs and campaign decks.
- gg) Report and analyse brand performance in a clear, concise manner with a focus on required actions, demonstrating an understanding of brand issues, passion for brand and market opportunities
- hh) Support brand PR requirements as needed, including the management of corporate communications brand assets, coordinating any inbound press/media enquiries (interview requests, high-res product imagery etc) and any special projects requiring brand support).
- ii) Coordinate brand reporting tools (including Brand Trackers, Meltwater, NPS scores etc.) collating results & sharing reports with the business on a regular basis as a brand health check - highlighting areas of weaknesses or conflicting messages with tangible steps to improve Project management & coordination of brand extension projects.
- jj) Responsible for the maintenance of Marketing-owned areas of CSA, planning, briefing and overseeing execution of Homepage content and Wordpress copy.
- kk) 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”. Working with other divisions as required to manage all aspects of the brand (tangible & intangible), acting as brand guardian for the tone of voice of all customer-facing communication Brand Strategy.
- ll) Develop and sustain strong working relationships with all brand stakeholders, from CEO to Customer Service agents
- mm) Strategically drive the development, brand exposure and continual support and improvement of all CSA’s “products” at all levels.
- nn) Manage CSA brand extensions such as development cricket Player management in line with SACA.
- oo) Assist the Marketing & Advertising Specialist and Digital & Social Media Marketing Specialist team in building strategic 360 advertising strategies and omnichannel marketing campaigns that resonate with our consumers, align with CSA goals and projections, and utilize high-performing tactics to retain and attract new fans.
- pp) Establish strong relationships with internal teams (Creative, Social, Production, PR, Commercial etc.) to ensure clear communication and coordination during collaborative campaigns and other marketing efforts.

- qq) Assist with the marketing and promotion materials, collateral and brand guidelines of all events (typically but not always involving sponsors and holders of broadcasting rights, match day LED board, Scoreboard creative, BTL assets etc.)
- rr) Review and proofread all digital content such as blogs, social media content, advertisements, and website copy.
- ss) Manage online and offline brand marketing approaches such as design marketing and hardcopy promotional materials in order to ensure seamless and integrated campaigns.
- tt) Monitor and interpret digital analytics.
- uu) Prepare departments' budget and its subsequent allocation within each brand, event, tournament etc.
- vv) Play a major analytical role in establishing metrics for the purpose of measuring campaign effectiveness against KPI's.
- ww) Establish a process for benchmarking the brand's performance in order to ensure that campaigns are relevant and competitive.
- xx) Prepare reports on the department and campaign performance - present to brand marketing management, key stakeholders, and external partners.
- yy) Contribute to revenue generated from both new and existing customers by leading the development of effective marketing with a particular focus on bringing cohesion across all the areas. Put customer needs and commercial strength into messaging. Ensuring our marketing is the right message at the right time for the right audience.

3. Executive Reporting

- a) Effectively and accurately report to the relevant MANCO on all brand and marketing related matters.
- b) Ensure that the Business Unit (BU) complies with the necessary reporting standards.
- c) Take responsibility for the brand related reports within the Annual Integrated Report.

4. Risk and Compliance

- a) Adhere to all CSA approved policies, procedures, and protocols.

5. Ad Hoc

- b) Perform such additional functions as may be instructed by the Line Manager from time to time.
- c) Ensure that allocated projects as specified by Line Manager are completed and that project deadlines have been met.
- d) Ensure that Project delivery does not affect or set back normal deadlines.

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

- a) A Bachelor's Degree in Brand Management / Marketing (NQF 7) or an equivalent qualification.
- b) A Postgraduate Degree in Brand Management / Marketing (NQF 8) or an equivalent qualification would be advantageous.
- c) Membership of a relevant industry body such as the Marketing Association of South Africa and/or SAMRA would be advantageous.
- d) Minimum 7 years relevant experience as a Brand Specialist or similar role.
- e) 5 years' experience in strategic planning and brand execution.
- f) 3 years' experience in organisational transformation will be advantageous.
- g) 3 years' experience in stakeholder management and networking.

h) 3 years' experience in sports management is desirable.

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

- a) High-level communications including, but not limited to; internal written and verbal communication and dealing with external media.
- b) Interpersonal skills.
- c) Computer skills capable of basic troubleshooting.
- d) Advanced proficiency in effectively conducting video conference meetings (Skype, Zoom, Teams).
- e) Advanced proficiency in MS Office Suite (Word, Excel, PowerPoint).
- f) Interpretation of marketing related data reports and trends.
- g) Development of annual and campaign budgets.
- h) Develop and implement marketing and brand business plans.
- i) Represent brand on public and media platforms.
- j) Implement business development, marketing and brand strategies.
- k) Knowledge of industry regulations.

The role will report to the **Brand and Marketing Manager**. 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 **24 January 2024**. 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.