



Cricket South Africa

wishes to appoint a

Marketing and Advertising 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 **Marketing and Advertising Specialist** has become available. The successful candidate will be responsible for:

- a) the implementation of all the Above-The-Line media planning and buying across all CSA's campaigns i.e. CSA corporate brand, teams, events/tournaments/leagues/fixtures/products and newly developed products.
- b) planning and managing all marketing Below-The-Line plans e.g. trophy tours, content generation for all corporate and live events etc, managing all collaterals etc.

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 identify and develop CSA marketing strategic opportunities in relation to maximum reach, awareness, brand engagement etc.
- d) Develop and implement in-depth corporate, teams, events/tournaments/leagues, products (merchandise and loyalty programme) marketing and advertising implementation plan that are fully aligned with the CSA Vision, Mission, Values and Corporate strategy.
- e) Interpret the company strategy and roadmap and relate to the Marketing Department roadmap to determine the activities in specific areas:
 - i. Market research – media advertising landscape, trends, new media (ATL, BTL & Experiential).
 - ii. Marketing the game of cricket. Fan engagement, experience and attendance.
- f) Manage end-to-end CSA short to long term new products/events/leagues etc. marketing and advertising projects.
- g) Manage all unsolicited proposals from various media and advertising companies, broadcasters, media owner etc.

- h) Be the CSA's lead in terms of profiling CSA within the Marketing & Advertising Forum/Industry e.g. AMASA, AMF, BRCSA, Loeries etc.

2. Operational Coordination

- 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".
- b) Responsible for the complete and successful execution of marketing and advertising strategy for all CSA products.
- c) Assist the CSA's Brand Specialist in building solid target audience connections by utilizing psychological concepts, and other techniques.
- d) Perform benchmarking and other research as an input into marketing and advertising strategies.
- e) Develop and manage the company's overall media/advertising strategy, planning and buying guidelines.
- f) Collaborate with the Digital & Social Media Marketing Specialist & Brand 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.
- g) Strategically drive the development, brand exposure and continual support and improvement of all CSA's "products" at all levels.
- h) Manage CSA brand extensions such as development cricket Player management in line with SACA.
- i) Prepare detailed communication briefs both internal & external in conjunction with the PR & communications team to ensure consistent brand comms messaging.
- j) Support the Lead: Corporate Communications in managing and integrating the public relations process into all program activities for the purpose of achieving ROI and maximum positive coverage.
- k) 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.
- l) Execution and alignment of Marketing & Advertising strategies at Member level.
- m) Review & Communicate marketing plans and with CSA Members (Affiliates) around marketing activations.
- n) Collaborate with all CSA Members (Affiliates) in the marketing and promotion of all fixtures including budget consolidation etc.
- o) Prepare departments' budget and its subsequent allocation for each campaign and/or project.
- p) Establish metrics for the purpose of measuring campaign effectiveness against KPI's.
- q) Establish a process for benchmarking the brand's performance in order to ensure that campaigns are relevant and competitive.
- r) Prepare reports on the department and campaign performance - present to brand marketing management, key stakeholders, and external partners.
- s) 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.
- t) Negotiate with media channels to close competitive deals and partnerships.
- u) Build long-term relationships with media influencers to promote CSA's brand.

- v) Plan, implement and manage all Below-The-Line fan experience activations in collaboration with the events team.

3. Executive Reporting

- a) Effectively and accurately report to the relevant MANCO on all marketing and advertising related matters.
- b) Ensure that the Business Unit (BU) complies with the necessary reporting standards.
- c) Take responsibility for the marketing and advertising 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 Marketing Management / Advertising (NQF 7) or an equivalent qualification.
- b) A Postgraduate Degree in Marketing Management / Advertising (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 Marketing and Advertising Specialist or similar role.
- e) 5 years' experience in strategic planning and advertising 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 and advertising related data reports and trends.
- g) Development of annual and campaign budgets.
- h) Develop and implement marketing and advertising business plans.
- i) Represent brand on public and media platforms.
- j) Implement business development, marketing and advertising 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.