



Cricket South Africa

wishes to appoint a

Commercial 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 **Commercial Specialist** has become available. The successful candidate will be responsible for assisting in the management of key aspects of the organisation's commercial portfolio, including sponsorships, partnerships, events, and revenue-generating initiatives. The role acts as a bridge between senior commercial leadership and the operational teams, ensuring delivery of commercial strategies, optimisation of partner value, and sustainable growth of the organisation's income streams.

The more important criterion 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. Operational Management

- a) Assist in the implementation of Commercial Strategy, incorporating:
 - i. Revenue Growth, amongst others through business model innovation.
 - ii. Broadcast & Streaming rights.
 - iii. Optimal Commercialisation of CSA Assets (Understanding available products to sell).
 - iv. Sales Strategy.
 - v. Utilisation of latest Broadcast, Streaming trends.
 - vi. Corporate governance.
 - vii. Digital Strategy as revenue driver and data driven insights.
 - viii. Projected revenues.
 - ix. Budgets.

2. Sponsorship & Partnerships

- a) Manage day-to-day relationships with existing sponsors and partners, ensuring contractual rights are delivered.
- b) Support in the negotiation and activation of sponsorship agreements.
- c) Identify opportunities to enhance partner value and upsell additional benefits.
- d) Coordinate with marketing, communications, and events teams to deliver integrated sponsorship activations.

3. Revenue Growth & Business Development

- a) Contribute to achieving commercial revenue targets across sponsorship, ticketing, hospitality, licensing, and merchandising.

- b) Research and support in identifying new partnership opportunities across local and international markets.
- c) Assist in the development proposals and presentations to pitch to potential sponsors.

4. Events & Activations

- a) Oversee the planning and execution of commercial activations during matches, tournaments, and community events.
- b) Manage event budgets, timelines, and partner requirements.
- c) Ensure brand visibility and fan engagement deliver maximum value for partners.

5. Commercial Operations & Administration

- a) Track and report on commercial performance against agreed KPIs.
- b) Support senior management in preparing commercial reports, board packs, and presentations.
- c) Maintain updated records of contracts, partnership assets, and commercial inventory.
- d) Assist with compliance to commercial, legal, and governance requirements.

6. Stakeholder Engagement

- a) Work with internal teams (marketing, digital, operations, finance) to ensure smooth delivery of commercial commitments.
- b) Build strong relationships with sponsors, broadcasters, suppliers, and other stakeholders.
- c) Represent the organisation at sponsor engagements, industry events, and community programmes.

7. Risk and Compliance Management

- a) Actively advising against any potential challenges or changes in the broadcast and commercial landscape.
- b) Maintain a complete Commercial Contract Register in order to manage and mitigate risk of non-compliance to contractual stakeholder rights.
- c) Ensure the CSA Risk Scorecard is continuously updated from a BU risk identification and mitigation perspective.
- d) Ensure the BU complies to and are updated on all policies, procedures, and protocols.

8. Ad Hoc

- a) Perform such additional functions as may be instructed by the Line Manager from time to time.
- b) Ensure that allocated projects as specified by Line Manager are completed and that project deadlines have been met.
- c) 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 Commerce / Business (NQF7) or equivalent qualification.
- b) An Honours Degree in Commerce / Business (NQF8) or equivalent qualification will be an advantage.
- c) A graduate qualification in Project Management / Sports Management will be advantageous.
- d) A minimum of 7 years relevant working experience in the sponsorship/commercial environment.
- e) 5 years' experience working with or in the sports industry is desirable

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

- a) Computer skills capable of basic troubleshooting.

- b) Advanced proficiency in effectively conducting video conference meetings (Skype, Zoom, Teams).
- c) Advanced proficiency MS Office Suite (Word, Excel, PowerPoint).
- d) Interprets financial data reports and trends.
- e) Develop annual budgets.
- f) Represents brand on public and media platforms.
- g) Implements business development strategies.
- h) Skill to effectively negotiate with big corporates.
- i) Develops strategic business plans.
- j) Knowledge of industry regulations.
- k) Excellent interpersonal skills.
- l) Prioritising and project management.
- m) Business acumen.
- n) Accuracy.
- o) Integrity.
- p) Deadline driven.
- q) Professionalism.
- r) Flexibility.
- s) Confidentiality.

The role will report to the **Chief Commercial Officer (CCO)**. 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 **23 October 2025**. 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.