

NON-GOVERNMENTAL ORGANIZATION

NOTICE 111 OF 2020

GROUP EXECUTIVE:
COMMERCIAL ENTERPRISES

5 YEAR FIXED TERM CONTRACT POSITION

Reporting to the Group Chief Executive Officer, the successful candidate will position the Commercial Services of the South African Broadcasting Corporation to grow and retain a commercial client base in a competitive broadcasting environment and continuously grow revenue market share to match audience share as well as maximise revenue potential by building a world class brand.

Duties and Responsibilities:

- Develop the Commercial Enterprise strategy to enable organisational revenue collection.
- Provide Strategic direction to Senior Management Team to provide a cost effective, reliable and sustainable service.
- Develop and review the Commercial Enterprise Operating Model in line with broader organisational business objectives.
- Position Commercial Services to grow and retain a commercial client base in a competitive broadcasting environment.
- Provide feedback and monitor successful down-cascading of strategy, executive and board directives within Departments.
- Oversee Divisional operational expenditure against approved budget and introduce corrective measures to ensure financial discipline and accountability.
- Set guidelines on optimal fund distribution/ allocation in accordance with the organisational budget constraints and strategic/ operational requirements.
- Manage assets in accordance with organisational Asset Management Policy.
- Continuously grow revenue market share to match audience share and beyond.
- Ensure that Commercial Enterprises performs in line with strategy to identify opportunities and an effective way to maximize market share in revenue generation.
- Ensure optimal integration of functions and strategies, in order to achieve objectives and increase advertising revenue.
- Position the organisation as the advertising medium of choice for advertisers.
- Lead innovation/creative thinking in revenue generation.
- Identify and sustain new sources of revenue for the organisation in terms of advertising; sponsorships and promotions.
- Ensure accurate and proactive market research.
- Develop and monitor implementation of internal control measures to ensure good governance.
- Develop, review and implement commercial enterprise policies and good governance to address gaps and promote accountability.
- Ensure a good cross-functional communication between Television, SABC Sport, Radio, News etc.
- Build and maintain relationships with relevant external stakeholders e.g. marketers, advertisers, sponsors, Promoters etc.
- Monitor implementation of Performance Management System in accordance with the organisational strategy.
- Communicate with all members of staff and instill a culture of communication within the division.

Required Knowledge, Skills, and Abilities:

- Leadership and team management
- Change Management
- Business planning
- Fundamental understanding of the latest trends in the Media Sales environment necessary to grow revenue in a fast changing broadcasting environment for Television, Radio, Digital and Mobile
- Budget management
- PFMA and relevant treasury regulations
- Strategic management
- Legal standards and regulations
- Strategy management
- Exceptional knowledge of commercial matters with specific focus on costs, profits and new business opportunities

Education and Experience:

- Relevant Post Graduate qualification
- Master's Degree in Business Administration or equivalent qualification in business is recommended
- 10 years' experience in the media (Radio and Television) advertising environment with an emphasis on consumer or brand marketing, of which 5 years are at General Manager Level.

Contact Person: Courtney Chikowore at Warrior Talent on (011) 058 0030 / (011) 075 2744. Warrior Talent invites candidates with relevant experience to submit their applications to: courtney@warriortalent.co.za. All materials and communications will be held in absolute confidence.

Closing date: 27 February 2020 (No late applications will be considered).

Correspondence will be limited to short-listed candidates. If you have not been contacted within one month after the closing date, please consider your application as unsuccessful.

PLEASE NOTE: Appointable candidates will be subjected to personnel suitability checks (verification of qualifications, criminal record checks and security vetting). SABC is an equal opportunity employer and appointment will be made in terms of the company's Employment Equity Plan.

