

History

The confederation of African football (CAF), was founded in 1957 by four countries, Egypt, Sudan, Ethiopia and South Africa.

As an administrative body for the region, CAF manages competitions, offer of technical and administrative training, while actively promoting football.

The confederation organizes championships including the cup of Africa of Nations, the most popular competition. It also supports the FIFA in the coordination of tournaments for different Cup as the World Cup and the Olympic Games.

The confederation has recently embarked on a vast program of reforms with the goal to restore the credibility of the CAF, to increase revenue, develop the game and improve the governance of football.

As a result, the CAF offers one vacancy that will serve as a result the objectives set by the confederation.

JOB DESCRIPTION – DIRECTOR OF MARKETING & TV

A. Introduction:

Job Title : Director of Marketing & TV Division
Division : Marketing & TV
Reporting to : CAF General Secretary

B. Job Duties and Responsibilities:

- Provide the planning and leadership to the Marketing & TV Division by ensuring that the appropriate structures, systems, competencies and values are developed in order to meet and exceed the goals of CAF;
- Assume overall responsibility for developing the annual marketing plan for the organization; for strategic market planning; market research programs; and control of the marketing budget;
- Supervises the relationship with CAF's exclusive agents, in relation to the fulfillment of CAF's obligations and rights in relation to the commercial rights;
- Establish a system of reports and communications for all information from the marketing & TV team to the GS Office;
- Participate in relevant events ensuring that CAF has a high level of professional standing and is aware of the latest technologies and development;
- Responsible for maintaining CAF's branding identity and policy;
- Accountable for maintaining the relevant presence within the social media platforms in collaboration with the Media Division;
- Ensure CAF Official Website respects all marketing and branding guidelines and fulfills the sponsors' obligations in collaboration with the Media Division;
- Responsible for the implementation of the Marketing and Media regulations;
- Responsible for running the CAF TV Studio Unit in collaboration with the Media Division;
- Ensure the delivery of marketing and TV requirements at all CAF competitions, including TV production requirements;

- To deliver on the objectives set by the CAF Marketing & TV Committee;
- To help promote and increase the positive media exposure of African football with the Media Division;
- To maintain and nurture relationships with key stakeholders within marketing and TV related matters.

C. Job Coordination

- Required to coordinate with CAF General Secretary's office, different CAF divisions and all other external entities and stakeholders.

D. Qualifications

- A bachelor's degree in marketing, business administration, communications or any relevant field of study;
- At least 5 years of work experience in Marketing, TV or related field;
- Excellent communication skills (oral and written);
- Ability to set and deliver objectives, to plan and organize activities;
- Self-confident personality, comfortable addressing public audiences
- Excellent negotiation and selling skills;
- Resilient and able to work under pressure;
- Proven track of overseeing and managing large projects;
- Strong knowledge and passion for Football;
- Good network of contacts within the African football.

IT Skills

- MS Office (Word, Excel, PowerPoint, Project);

Language Skills

- Fluent in written and spoken English and French;
- Any other languages would be an advantage.

E. General CAF obligations:

- To respect and honor the working hours which starts at 0900 hours;
- To respect the dress code of the organization;
- To attend all meetings as required by the management;
- To attend any courses/seminars as deemed fit by the management;
- To conduct oneself in a manner that upholds the image and integrity of CAF;
- To remain contactable at all times via the mobile phone or email.

Note: The employee may be required to work outside his/her official working hours and/or job description as deemed necessary by the management.

Kindly send the CV's of qualified candidates by 07th February maximum to caf@targetdhr.com

22th January 2018