

JOB PROFILE

<p>JOB INFORMATION</p> <p>Job Title: Chief Executive Officer</p> <p>Department: Office of the CEO</p> <p>Normal Hours of work: As Business dictates</p> <p>Normal place of work: Auckland Park, Johannesburg</p>	<p>Job Classification: Executive</p> <p>Reporting to: MDDA Board</p> <p>Job Grade: E2</p> <p>Last Review: March 2023</p> <p>Contract term: Five years renewable, based on performance</p>
<p>PRIMARY OBJECTIVE(S) OF THE JOB</p> <p>The main purpose of this position is to provide effective, strategic leadership to drive the implementation of the Agency’s mandate and ensure that it meet its strategic goals and objectives in a dynamic and ever-changing media industry. Reporting to the Board, the CEO will be responsible for planning and implementing of MDDA organisational programmes and the maintenance of key stakeholder relationships internally and externally including with the Employees, the Board and its sub-Committees, Government Officials and external Agencies and organisations in order to ensure the attainment of the MDDA mandate.</p>	
<p>MDDA VALUES</p> <p>Integrity: We are honest, trustworthy, transparent, reliable, fair, accountable, and responsible for our actions.</p> <p>Caring: We care for our people, our customers, our communities, industry stakeholders and the environment.</p> <p>Excellence: We strive to achieve the best possible results in everything we do. We are efficient, effective, service delivery orientated, punctual, performance-driven and work collectively.</p> <p>Commitment: We are passionate, go the extra mile, responsive, have a strong work ethic, are consistent and accessible</p> <p>Innovative: Future forward, thought leadership, open, dynamic, moving with the times, receptive to new ideas.</p>	

KEY PERFORMANCE AREAS**Executive Leadership**

- Provide strategic leadership to the entity.
- Develop and develop the MDDA strategy under the guidance of the Board.
- Promote a corporate culture that encourages both ethical practices and the attainment of MDDA's objectives.
- Ensure stability within the organisation in order to perform to the MDDA Mandate
- Responsible for the day-to-day management of MDDA.
- Provision of the MDDA's Human Resources Strategy.
- Acts as the Chief spokesperson of MDDA.
- Expand our footprint as the MDDA by creating a positive image in pursuance of the MDDA's mandate to grow the community and small commercial media.
- Build an effective executive team and create cohesion amongst the executive team and staff.

Business Development and Implementation Strategy and

- Develop and recommend to the Board a long-term strategy and vision of MDDA.
- Implementation of strategies of MDDA.
- Managing all business affairs of MDDA
- Responsible for all executive management appointments and monitoring the performance to ensure alignment to the Business Strategy.
- Lead the periodic review of the organizational structure to align with the strategy and for effective implementation.
- Facilitate ownership, control and access to information and content production of community broadcasting by historically disadvantaged communities.

KEY PERFORMANCE AREAS	
	<ul style="list-style-type: none"> Facilitate ownership, control and access to information and content production of community print and SCM projects by historically disadvantaged communities.
Executive and People Management	<ul style="list-style-type: none"> Directing the activities of the organisation Manage effective communication within the organisation. Manage and create a conducive environment for highly motivated and productive staff for the organisation. Manage Executive Staff performance. Develop work performance standards for both employees and review committees for the Executive Staff Planning for the MDDA's future needs and operations Oversee the implementation of the MDDA's Performance Management and Development System to ensure optimum utilisation of the human resource. Build an organisational culture aligned to the values of the MDDA and supported by high staff morale and personal growth. Lead the implementation of Organisational Development and transformation programmes to foster a working environment that is conducive to promoting health and wellness of staff, contribute to a culture of high performance and equity in the workplace.
Finance Management	<ul style="list-style-type: none"> Review and approve the MDDA budget. Submit the Budget to the Board for review and approval. Ensure the approved expenditure is within agreed limits Budget levels. Adhere to legislative requirements, including the PFMA.

KEY PERFORMANCE AREAS	
	<ul style="list-style-type: none"> • Ensure sound fiscal management and facilitate the development of a sustainable community media sector by ensuring the effective utilization and leveraging of resources for the benefit of all South Africans
Governance, Accountability, Legal and Reporting	<ul style="list-style-type: none"> • Accountable and reports to the board. • Foster a good relationship with the board. • Direct and ensure compliance by all with the applicable legislation, MDDA policies and government regulations applicable to public entities. • Oversee adherence to principles of good governance and compliance. • Oversee the compilation and presentation of statutory reports to the Board for approval and reports to the Board and its Committees. • Provide the Board with comprehensive, regular reports on key strategic and operational issues of the organization. • Manage and direct access and protection of the organization's information. • Assessment of internal audit and risk management arrangements. • Assessment and implementation of accountability mechanisms including consequence management. • Ensure that a Compliance Framework is in place and is monitored on regular basis.
Operational Management	<ul style="list-style-type: none"> • Champion research, development and innovation to create a media development and diversity body of knowledge. • Ensure sound knowledge and records management for the MDDA.

KEY PERFORMANCE AREAS	
	<ul style="list-style-type: none"> • Encourage the development of human resources in community-based media projects through capacity building and media literacy training. • Monitor and evaluate input, output and compliance to MDDA grant-in-aid contracts to measure the effectiveness and efficiency of MDDA support. • Ensure compliance with applicable legislative requirements and sustainability of the Agency
Stakeholder Management	<ul style="list-style-type: none"> • Position the MDDA as an authoritative leader and voice on community and small commercial media by proactive advocacy and lobbying interventions and established stakeholder relationships. • Liaise with the legislators, regulatory authorities, media and other relevant stakeholders. • Management of relationships with Key Stakeholders including Committees, Government Officials, and external Agencies and organisations.

CUSTOMER RELATIONS	
Internal <ul style="list-style-type: none"> • All staff • MDDA Board • MDDA Board Committees • MDDA Executive Committee 	External <ul style="list-style-type: none"> • Government, Agencies and Organisations Government Entities, • National Treasury • Parliament • Auditor General South Africa (AGSA); GCIS
QUALIFICATIONS	<ul style="list-style-type: none"> • MBA or other Master's Degree (NQF level 9) in relevant fields including, but not limited to, community media, finance and economics, organisational leadership, development and diversity studies
PREFERRED MINIMUM EXPERIENCE	<ul style="list-style-type: none"> • At least 8-10 years senior management experience of which 5 years of that should be at Executive level in

	fields such as Broadcasting and creative industry, community media, social, labour and development issues, media economics, financial management and funding, advertising and marketing, journalism and broadcast programming, media research, media training, literacy and education, media law, information and communication technology policy.
KNOWLEDGE	<ul style="list-style-type: none"> • Experience in working in a developmental environment. Successful track record in formulating and implementing organizational strategy and corporate governance systems. • Working knowledge of legal prescripts regulating public sector and entities including but not limited to PFMA, MDDA Act, Labour Laws, National Treasury Regulations and Prescripts etc. • Knowledge of leadership and management principles. Working knowledge of government policies, regulations, norms and standards. • Knowledge of contracting, negotiating, and change management. Working knowledge of Board role and operations. • Knowledge of government's development agenda. • Knowledge of Civil Society and development challenges and opportunities relating to the mandate of the organization. • Knowledge of human resources management, financial management, fundraising, marketing and communication principles, project management and corporate governance
CRITICAL COMPETENCIES	<ul style="list-style-type: none"> • Strong business acumen skills. • Emotional intelligence and control. • Ability to network with stakeholders and obtain buy-in on crucial matters affecting the MDDA mandate.

	<ul style="list-style-type: none"> • People management skills: the ability to inspire staff and communicate effectively in a wide range of situations. • Change and knowledge management skills. • Programme management; Problem-solving and analytical skills. • Client orientation and customer focus; Strong strategic and leadership abilities. • Good communication and interpersonal skills. • Good networking skills • Vision and Alignment; Leading and Managing Change; Resource Management; Planning and Organizing • Strategic Thinking; Decision Making; Relationship Building; Organizational Awareness. • Legislation, Policies, Procedures and Standards; Business Perspective; and Enforcement
<p>SKILLS & ABILITIES</p>	<ul style="list-style-type: none"> • Visionary, Strategic and strong leadership • Sound insight into empowerment and transformation • Emotional intelligence • Business acumen and passion for social reform • Understanding of political environment and dynamics • Leveraging Diversity • Negotiation and problem solving • Creativity & Innovation • Ability to work as a team leader • Strong analytical skills and ability to interpret and advise on the application of legislation • High levels of discretion and sensitivity • Ability to interpret international and local conditions and trends. • Excellent communication skills • Ability to work under pressure. • Ability to drive and motivate change. • Ability to provide sound advice at all levels

SPECIAL REQUIREMENTS	<ul style="list-style-type: none"> • In-depth knowledge and understanding of South Africa’s community media industry (print, digital/online, and community broadcasting) • Demonstrable financial management skills and financial acumen • Strong people management and inspiring leadership capabilities • Excellence communications and stakeholder management
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Reviewed By:	HR & Corporate Services Manager	Date: 13 March 2023
Reviewed By:	Corporate Affairs Committee	Date: 13 March 2023
Approved By:	MDDA Board	Date: 30 March 2023