



## **JOB SPECIFICATION** **NOW CONVENER**

### **NOW BACKGROUND**

The National Off-Road Workgroup (NOW) developed a “STRATEGY AND IMPLEMENTATION FRAMEWORK TOWARDS CO-REGULATION OF THE NATIONAL OFF-ROAD SECTOR IN SOUTH AFRICA”. The strategy was signed by the Minister of Environmental Affairs and Tourism and he thereby gave his blessing to the industry to continue with the implementation thereof.

In order to successfully implement the strategy and support the concept of co-regulation both Regulatory and Representative Functions need to be carried out, viz:

- **Regulatory functions** – to enforce the regulatory framework; and
- **Representative functions** – to support and promote the regulatory framework and adherence to the regulatory framework, and to inform the industry of regulatory issues, as well as conduct non-regulatory activities e.g. marketing and development, BBBEE etc.

NOW is seeking the services of a Convener to implement the representative functions of the Strategy.

### **ROLES AND RESPONSIBILITIES**

The roles of the Convener will be:

1. **Representing the interests** of the off-road sector in South Africa towards government at all levels and to other interest groups e.g. tourism, environmental etc;
2. **Facilitating assistance** to off-road sector stakeholders as needed to adhere to the strategy, primarily through its member associations;
3. **Promoting the adherence to standards**, primarily through their member associations.

This includes:

- Codes of Conduct aligned to the National Values and Principles and ensuring that these are maintained up to date;
- The promotion of adherence to standards; and
- The development of new standards where required.



**4. Marketing** – Marketing will include:

- The promotion of a positive industry image; and
- The promotion of domestic and foreign off-road tourism.

**5. Growing the industry** – This will include:

- Promotion of membership of the individual associations;
- Information dissemination; and
- Joining the Tourism Business Council of South Africa (“TBCSA”) (NOW has engaged with the TBCSA in developing the strategy).

**6. Promoting BBBEE/transformation and community involvement and upliftment**

**7. Managing Deliverables**

- Track deliverables of all the portfolios to deliver within time frames as per the Strategy

**8. Financial Management**

- Develop and manage a budget for the working of the NOW function.
- Financial Management of the NOW funds;
- Sourcing of Funding

**9. Administrative and Statutory functions**

- Ensure statutory compliance of NOW
- Manage the administration of NOW i.e AGM's, meetings, minutes etc.

Marketing will largely be driven and managed by the convener. The secretarial function of the representative body could be outsourced and the convener can be home-based.

**PERSONALITY ATTRIBUTES (CRITICAL FOR SUCCESS):**

- Is passionate about the off-road sector;
- Although involved in some capacity in the sector, someone who can be objective and will not show bias towards any sub-sector;
- A decisive and insightful individual, who is results-driven;
- Personal, professional and financial integrity;
- An individual who has the capacity to create and communicate a motivating vision for the Off-Road Industry;
- Must be a lateral and visionary thinker that would comfortably and successfully implement strategy across industries;
- Must have good interpersonal and communication skills that would comfortably stand with executive businessman, senior government officials and large organizations/clubs;



### **QUALIFICATIONS AND EXPERIENCE REQUIRED:**

- Has experience in putting together and rolling out marketing or communication campaigns;
- Has been involved in the off-road sector for more than 5 years;
- Must have a track record of successfully representing a large and diverse group of people;
- Skills in report writing and presentation;
- Must have and in-depth familiarity with- and experience in developing strategies, policies and guidelines with specific focus on transforming strategy into action;

### **PACKAGE**

An annual remuneration package of R509 000.00. is offered with the position.

### **COMPANY WEBSITE**

[www.now.org.za](http://www.now.org.za)

### **SUBMISSIONS**

Submit a brief CV to: The NOW Convener

E-mail : [jakob@global.co.za](mailto:jakob@global.co.za)

Closing date: 17h00 on Friday 17 April 2009