

JOB DESCRIPTION

REFERENCE NUMBER:	AP1170
JOB TITLE:	Director: Sport - Permanent Appointment (Peromnes Grade: P5)
LOCATION:	Potchefstroom Campus
BACKGROUND TO POSITION:	To develop, manage, and implement the NWU Sport strategies and programmes that are aligned with the NWU's student value proposition, and support a dynamic student environment, as well as enhance the University's brand equity and strategic priorities such as partnership, growth, diversity, internationalisation, and impact.
KEY RESPONSIBILITIES:	Strategy Management • Development and implementation of strategies and plans to develop and promote the NWU Sport portfolio among internal and external stakeholders, and the public. • Align the NWU Sport portfolio strategy to the University's institutional strategy, including student success, transformation, stakeholder engagement, and brand positioning. • Development and implementation of NWU Sport governance frameworks, policies, and guidelines. • Representation of the NWU at relevant local, provincial, national, and international sport and related organisations. • Joint responsibility and accountability for recruitment and retention of student athletes (prospective and current students). • Provision of expert advisory services and guidance regarding all NWU sport matters. • Translate institutional priorities into a coherent sport strategy, ensuring clear contribution to the university's value proposition and competitive positioning.

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Development and Enhancement of sport at NWU

- Drive the performance of the NWU Sport portfolio across campuses, ensuring alignment with institutional objectives and measurable outcomes.
- Provide strategic oversight of sport codes, including prioritisation, expansion, consolidation, or discontinuation based on institutional impact, demand, and sustainability.
- Lead benchmarking and continuous improvement initiatives to enhance the effectiveness and competitiveness of NWU Sport.
- Development and management of processes and guidelines for student athletes' development pathways from residence leagues, competitive sport and to high-performance sport codes.
- Development, management, and implementation of policies, processes, and guidelines.
- Management of legislative and regulatory compliance to national and international legislation and rules, as well as adherence to applicable bylaw.
- Development and implementation of performance metrics for NWU Sport in alignment with the NWU Annual Performance Plan target and scorecard.

Stakeholder Relations and Engagement

- Development and strengthening of partnerships with relevant local, national, and international stakeholders to enhance the positioning and impact of NWU Sport.
- Collaboration with Development and Fundraising portfolio to mobilise resources and enhance income-generation interventions for NWU Sport.
- Liaison and partnership with NWU Spatial Planning and other relevant structures to develop and maintain sport infrastructure across the NWU campuses.
- Partnership with Student Life, Transformation, and People and Culture Division to develop and manage processes and rules for student sport council, as well as management of residence leagues and Staff Sport.
- Collaboration with relevant internal structures to ensure NWU Sport's compliance to the NWU brand policy and Corporate Identity manual.
- Management of relationships with NWU Sport partners, donors, and sponsors in accordance with relevant policies, rules, and guidelines.

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- Liaison and collaboration with relevant internal and external stakeholders to ensure that NWU Sport digital platforms including website and promotional materials are maintained and updated regularly).

Resources Management and Optimisation

- Management of NWU Sport planning and allocation of financial and human resources ensuring alignment with university goals and priorities.
- Development, implementation, and monitoring of the NWU Sport's budget, ensuring financial sustainability, accountability, and optimal use of resources.
- Manage the recruitment, development, and retention of staff, fostering a positive and productive work environment that supports staff growth and performance.
- Ensure the long-term financial sustainability of the division through effective financial planning, risk management, and the mobilisation of additional resources.
- Ensure compliance with university policies, ethical standards, and regulatory requirements in all resource management activities, maintaining transparency and integrity.
- Oversight of processes and systems design, utilisation, effectiveness, and efficiency, ensuring continuous improvement and alignment with institutional requirements.

KEY FUNCTIONAL/TECHNICAL COMPETENCIES:

- Strategic alignment of sport portfolio with institutional priorities.
- Sport governance and high-performance systems expertise.
- Portfolio performance management and optimisation
- Financial management and resource allocation.
- Policy development and governance framework design within a higher education and sport regulatory environment.
- Data-driven decision-making and performance analytics to inform institutional and portfolio outcomes.
- Strategic leadership and oversight of sport programmes and systems including resource management, stakeholder partnerships, and team leadership.

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BEHAVIOURAL COMPETENCIES:

- Strategic thinking and long-term orientation
- Systems leadership across complex environments
- Organisational awareness
- Resource and risk stewardship
- People and talent leadership
- Influence and stakeholder navigation
- Innovation and change agility.

MINIMUM REQUIREMENTS

- A master's degree in Sport Management, Business, Public Management or related field (NQF Level 9).
- A minimum of five (5) years' experience at a Senior Management level in relevant industry (preferably at a HEI).
- A minimum of eight (8) years' overall experience in sport governance, management, and advocacy.

Added advantage

- Membership with relevant sport governance or management certifications

APPLICATION REQUIREMENTS:

- A letter of motivation stating clearly how you satisfy the requirements of the position
- A comprehensive CV
- An abridged CV
- Names and full contact details for at least 3 referees
- Certified copies of matric and degree certificates and Identity Document. Proof of SAQA verification of foreign qualifications, where relevant.
- Proof of registration with professional bodies

To apply please forward your application quoting reference number **AP1170** to Genevieve Michel c/o carmen1170@talenting.co.za

Incomplete applications will not be considered!