

DOC NO : 84

📅 **DATE : 04/03/2026**

FOR IMMEDIATE RELEASE

Lesotho Cricket Association Appoints Media Liaison Officer / Team Manager for Senior National Teams

Maseru, Lesotho — The Lesotho Cricket Association (LCA) is pleased to announce the appointment of **Dr. Clifford Molefe** as Media Liaison Officer (MLO) and Team Manager for the Senior National Teams.

This dual appointment is part of LCA's strategic efforts to strengthen communication, enhance professionalism, and improve operational coordination within its high-performance structures. In his role as Media Liaison Officer, Dr. Molefe will oversee all official communications, media relations, and digital engagement to promote cricket development across Lesotho.

As Team Manager for the Senior Men's and Women's National Teams, he will be responsible for administrative coordination, logistics, player welfare oversight, and ensuring compliance with LCA governance and safeguarding standards. For women's team matters, he will work closely with a designated female Executive Committee representative to promote inclusivity and athlete wellbeing.

The Executive Committee believes this integrated role will improve institutional alignment, elevate national team management standards, and enhance the visibility of cricket at both grassroots and elite levels.

LCA remains committed to strengthening governance, professionalism, and national pride as it advances cricket development in Lesotho.

Issued by:

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