

**KINDLY NOTE:**

All applications should be made via email to [za\\_recruitment@jcdecaux.com](mailto:za_recruitment@jcdecaux.com) and state the position in the subject line. The company is under no obligation to fill these positions, should you not receive any correspondence within two weeks of applying, please consider your application as unsuccessful.

**Should you be interested, please email your application, or request an in-depth job description for your perusal**

**Kindly note that first preference is given to National Citizens of the country**

**We have 3 positions available.**

1. **Botswana- General Manager- Please scroll down to page 2-5**
2. **Malawi- Sales Executive- Please scroll down to page 6**
3. **Nigeria- ITS Administrator- Please scroll down to page 7**

## 1. Job Title: Botswana- General Manager

### The Company

€3,393m - JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes - JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes - N°1 worldwide in street furniture (559,070 advertising panels) - N°1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels) - N°1 in Europe for billboards (169,860 advertising panels) - N°1 in outdoor advertising in Europe (721,130 advertising panels) - N°1 in outdoor advertising in Asia-Pacific (219,310 advertising panels) - N°1 in outdoor advertising in Latin America (70,680 advertising panels) - N°1 in outdoor advertising in Africa (29,820 advertising panels) - N°1 in outdoor advertising in the Middle-East (16,230 advertising panels) - N°1 worldwide for self-service bike rental scheme: pioneer in eco-friendly mobility - 1,117,890 advertising panels in more than 75 countries - Present in 4,280 cities with more than 10,000 inhabitants - Daily audience: more than 410 million people - 13,030 employees

### Minimum Requirements

- Must have at least 5 years commercial and managerial experience
- At least 2 years experience Country responsibility for P & L
- Must be proficient in local language (written and oral)
- Must be proficient in English (written and oral)
- University graduate
- Previous experience in Africa would be advantageous
- Botswana Citizen

Direct and coordinate the core functions of the country including Development, Sales, Operations and Finance ensuring each element is evolving through a culture of continuous improvement and the impact on each department is managed in a balanced way. Grow an ambitious attitude across the departments, encouraging creativity and swift problem solving underpinned by the JCDecaux quality policy and Group quality & safety standards. Drive the country performance in an entrepreneurial style taking personal ownership of the performance of each department resulting in strong profitability growth.

### Key responsibilities & Functions Development

- To manage and develop relationships with all commercial landlord partners: public, private and corporate.
- Identify new commercial landlord opportunities through which to grow the asset base in line with Group strategy.

- Monitor public and private press/journals for new tender opportunities and liaise with Head Office on tactics.
- Manage new tender process with support from Head Office and Group, establishing effective communication with internal and external stakeholders.
- Manage profitability of asset base with monthly review of revenue by panel and profitability per contract.
- Work closely with C.O.O Sub Saharan Africa, Sales and Marketing Director Sub Saharan Africa, Development Manager Sub Saharan Africa, on new product development and services to ensure the asset base evolves in line with landlord partners and advertising client's expectations: create new contractual opportunities through JCDecaux's product/service global expertise – defining the development strategy.
- Manage local asset placements to ensure quality of location and distribution are to JCDecaux standards and in line with landlords and advertising clients expectations.
- Manage all capital expenditure per project to ensure costs are within budgets and in-charge dates are met.
- Manage country capex report on a monthly basis.
- Produce monthly development report and review with CEO Sub Saharan Africa

## **Advertising Sales**

- Ensure all countrywide/long term sales agreements are proactively managed to ensure renewal and growth.
- Ensure top 10 advertising clients are proactively managed to grow JCDecaux share of advertising spend.
- Identify new advertising clients and grow their share of advertising spend with JCDecaux.
- Manage on a daily/weekly/monthly basis advertising sales performance against budget and targets: conducting weekly sales meetings to ensure focus across sales team and key objectives are set in line with local and Group sales strategy.
- Review weekly/monthly year on year tracking of revenue performance per panel type, per network, per advertising client.
- Ensure sales networks, in-charge dates and change of design requests are in line with agreed operational resources and cost forecasts: optimise this area – find the best balance.
- Review and approve all sales commissions on a monthly basis
- Review and agree sales forecasts on a weekly/monthly/annual basis.
- Review and approve all advertising credits.
- Approve all rate card discounts above established rules of engagement.
- Avoid blank panels where possible using voidage agreements or other local initiatives without reducing profitability.

- Grow engagement and revenues in digital content creation – support from Head Office.
- Grow ‘Activations’ and revenues across country.
- To deliver outdoor advertising opportunities to advertisers, that promotes and enforces brand positioning for the advertiser, that at the same time, is economically viable to supply and develop, and delivers an acceptable return on investment.
- To build and maintain loyalty between the advertiser and JCDecaux, and to strive towards delivering a quality and professional medium suitable for the specific need and market, through innovative technology, high quality standards and professional service levels.
- Manage review of artwork to ensure all advertisements are in line with Group, Country and Contractual stipulations.
- Escalate with immediate effect any major sales issues to Sales Director Sub Saharan Africa.
- Produce monthly sales report, in conjunction with Sales Manager and review with Sales Director Sub Saharan Africa.

## **Operations**

- Review on a monthly basis the operational performance against planned and reactive maintenance against contractual and internal KPIs, especially cleanliness of assets, site presentation, illumination, digital quality, poster presentation, printing quality.
- Review management of digital spare parts repair within and out of warranty.
- Review lighting performance to ensure on time and right first time targets are met.
- Review printing performance to ensure on time and right first time targets are met.
- Ensure lighting and printing costs are in line with Group benchmarks.
- Ensure lighting and printing contracts, in accordance with Group standards, are in date and signed by authorised signatories.
- Review reactive performance against landlords and advertising sales complaints and escalate to COO where required: target is same day/24hrs.
- Review cleanliness and orderliness of employees, vehicles, depots and storage.
- Review monthly stock checks and records of plant/PPE/tools receipt by employees.
- Review people, vehicle, asset quality, electrical, mechanical and structural inspection action plans.
- Review operational flexibility to ensure, within reason, changing demands from both landlords and advertising clients can be met.
- Review all advertising credits due to operational performance and agree action plans to prevent re-occurrence.
- Ensure management of operational data and systems are line with Group standards.
- Review Health & Safety action plans on a monthly basis.
- Review operational opex on a monthly basis to ensure within budget.

- Review all capex projects to ensure product delivery and on site works are to Group standards, on time, on cost and in-charge dates are met.
- Liaise with COO for any operational support and guidance, escalating any major issues with immediate effect. Head Office will drive and remedy all operational issues.
- Produce monthly Operations report, in conjunction with Operations Manager and review with COO Sub Saharan Africa.

### **Finance**

- Review country P & L on a monthly basis reviewing all revenues, rents, operational and other costs.
- Review and approve all purchase orders in line with Head Office processes.
- Approve all recruitment and salaries in line with Head Office processes.
- Escalate with immediate effect any concerns to the relevant Head Office Director.
- Produce monthly Finance report, in conjunction with Finance Manager/Accountant and review with CFO Sub Saharan Africa.

### **People Organisational Position**

**Reports to:** Chief Executive Officer Sub Saharan Africa

*Reporting lines are subject to change and such change is at the sole discretion of the Company in line with operational requirements*

Key Reports: Sales Manager, Operations Manager, Finance Manager/Accountant.

- Ensure quarterly KPA reviews are conducted, recorded and 'smart' objectives agreed.
- Review all job descriptions annually.
- Identify personal development programmes to assist in the retention of key employees.
- Conduct monthly team meetings with key reports.
- To build loyalty with our staff that provides them with job security, peace of mind, the opportunity to grow and develop as individuals within the Branch, the Division, or the Group, and furthermore, to reward them appropriately on a performance driven basis through standard and incentivised remuneration.
- To build our brand, across the division, that enforces our product as the best available, ably and solidly supported, by the largest "out-of-home" Media Group, in the world.
- To facilitate strong communication links between all stakeholders.
- To provide strong management control over all business disciplines – sales, marketing, operations, development, finance and human resources, as well as to

call upon additional Group resources where and when they may be required to assist and support the entire business-delivery process.

- Ensure all Group HR policies are implemented.
- To implement and manage the appropriate and necessary processes, IT systems, strategies, action- plans and controls required, to improving general operational and management delivery as well as to fully achieve all stated business objectives and budget targets.

## **Skill requirements**

- Strong interpersonal skills across a broad spectrum, ranging from negotiation, communication, mentoring and essential leadership requirements
- Easy adaptation to differing cultural and language barriers, relative to each market within country.
- Strong and proficient administrative skills across all business disciplines as well as a methodical, disciplined and accurate reporting approach to all business requirements
- Excellent client-service and selling skills, with an affinity and ability towards listening to what our client's needs and requirements are at all times
- A presentable and tidy appearance at all times, reflecting a high level of professionalism, integrity and interest levels in full accordance with the seniority of the position
- The ability to deal with a multitude of diverse challenges requiring a strong and calm attitude to being able to logically cope with these pressures and frustrations that at times arises and which may frustrate 'normal' business practice
- A "stand-alone" entrepreneur, with confident ability to lead others, to make the right decisions and to deliver what is best for both the advertiser and our shareholders
- Someone who is passionately driven by a personal desire to succeed and be rewarded for delivered success
- A person wanting a professional career and not just a short-term solution to a career problem or career change
- Someone who has a genuine interest in the varied opportunities that Africa provides as well as a desire to travel and experience life in a broader-scope than is typically the 'norm'

## **Key performance indicators**

- Achieve country EBITDA target
- Retain key contracts
- Win new tenders
- Grow top 10 advertiser revenue
- Introduce new advertisers
- Quality of assets

- Health & Safety
- Retain key staff

## **2. Job Title: Malawi- Sales Executive**

### **Minimum requirements**

- Marketing Degree / Diploma or equivalent BCom/IMM
- Must have at least 5 years Sales experience
- Previous advertising agency experience advantageous
- Must be Malawi citizen
- Must be computer Literate – MS Office

### **Key Tasks & Responsibilities**

- Drive and motivate Sales Staff
- Manage the Sales Budgets of all sales staff and accurately report on sales activity and forecasts.
- Assist with Sales Training
- Drive new business and manage existing client relationships
- Project Management of divisions identified as problem areas from time to time
- Manage Rate Negotiation
- Deliver presentations at all levels
- Deal with day- to- day issues with the head office and branch sales teams
- Address internal / external marketing and PR initiatives as required



### **3. Job Title: Nigeria- ITS Administrator**

#### **Main assignment**

The ITS Admin is responsible for setting up and following up on all of the processes and operations programmes related to Intelligent Traffic System Solution. He/she also ensures that sensors are in good working order and that data is collected, processed, and display on the traffic information panels. He/she will also be the local single point of contact of Central Digital Operations Centre for advertising digital screens matters.

#### **Main responsibilities**

Support for the setup of the ITS and its fine tuning: carries out on-site technical inspections prior to deployment in the early stages of a project, supplies technical support to installation teams during deployment, supervises installations carried out by internal teams and Contractors, carries out on-site reception of the installation, relays corrections to be made if JCDecaux quality requirements are not respected. Sets up and updates configurations, parameters. Participates to the qualification tests on new software releases.

#### **Support for the preparation of Operations teams**

- Works with Operations Management to establish the cleaning-maintenance programme, procedures for work to be carried out on the sensors and for asset management based on Group Best Practice directives and regulations.
- Ensures Maintenance Documentation for sensors is up to date and available for the field technicians.

#### **Supervision of system performance, quality of service and respect of SLAs**

- Ensures that all IT systems are well set up and complete
- Collects and analyses data generated by the sensors deployed in order to
- Performs fist remote troubleshooting
- Alert maintenance teams of reported faults,
- Issue global performance statistics regarding equipment, quality of service and to ensure that SLAs are honoured.

#### **Content Approval**

Follows up the local contents approval process

### **Scheduling**

- Ensures contents to be broadcasted on advertising panels are provided to the Central Digital Operations Centre on time and with requested quality
- Schedules and promotes campaigns from the Traffic Authorities onto the traffic information boards.

### **Technical support regarding reported incidents**

Analyses incidents reported by the field Operations teams and serves as a relay between the Service Desk and the expert BEE and Corp IT teams; provides central piloting and follow-up to solve incidents. Finds solutions to incidents and distributes these solutions to the Operations teams. Follows up on action taken by Corporate experts, in relation with suppliers if necessary, should solutions to breakdowns not be found locally. For advertising digital screens, he/she will be the local contact for Central Digital Operations Centre based in South Africa.

### **Support for system reliability**

Submits suggestions and recommendations to BEE Corp and digital product development teams to increase reliability of the various digital supports, subjects specifications and component validation procedures to critical analysis in order to ensure that Operations requirements are taken into account fully.

### **Contribution to the optimization of Operations**

Regularly consolidates production indicator data. Provides support for the identification of improvements to be made. Ensures local follow up of good implementation, possible optimization, and possible improvements.

**Managerial Responsibility** – To be determined

**Scope of the Position** -To be determined

**Full time position based in Lagos**

## **Internal and External contacts**

### **Internal**

- Technical Director
- Maintenance Technicians
- Central Digital Operations Centre in South Africa
- IT Operations

### **Internal JCDecaux Corporate (France)**

- Supply Chain : Management of equipment under warranty
- EDOS and Corporate experts (IT and R&D-BEE)

### **External**

- Internet access suppliers (3G-4G, xDSL, Fibre....)
- Lagos State authorities (Police/Traffic department, communication department)

## **Qualifications / Skills required**

National Technical Diploma or Higher National Diploma in IT, Engineer

## **Experience /Skills required**

### **Experience**

- Field experience in installations and maintenance of electronic and IT systems
- Experience in the execution and optimization of Operations and system maintenance procedures, in the use of associated IT tools
- Technical expertise in the following areas is an advantage : OEM electronic components (PCs, processers, router), Operations systems and drivers (Linux, Windows, Androïd), Digital Signage field
- Knowledge of IP networks management

### **Skills**

- Results and delivery-oriented
- Rigorous, meticulous regarding details and quality
- Excellent analytical and problem-solving skills
- High reactivity and availability
- Ability to lead and make decisions
- Excellent communication skills
- Ability to show initiative and take on task ownership
- Excellent organizational and project management skills
- Ability to work independently or in a team environment

The logo for JCDecaux, featuring the company name in a bold, dark blue sans-serif font. The text is positioned to the right of a thin, dark blue L-shaped line that forms a corner in the top-left corner of the logo's bounding box.

**JCDecaux**