

**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.

**We have 1 positions available.**

1. Media Manager- **Please scroll down to page 2-4**

**1. Job Title:** Media Manager  
**Reporting to:** Sales and Marketing Director (Sub Saharan Africa)  
**Location:** Johannesburg  
**Department:** Marketing

## **Overview**

The primary role of the Media Manager is to grow share of Advertising Spend (Adspend) on OOH as a category – more specifically increase the commitment to JCDecaux.

Support the relevant Sales teams with media strategies that support the argument for use of OOH in the Media mix

## **KEY AREA OF RESPONSIBILITIES**

- Support the Sales Heads on all strategic media projects and sales pitches
- Work with senior management on high level negotiations to shift spend to JCDecaux
- Work with Marketing and Sales Heads to maximise media performance on product networks  
Strategic input to support the development of new product by providing relevant media solutions
- Constant analyses of Media Spend with a view to pick up on spend trends and opportunities
- Foster relationships with Key clients

## **DUTIES**

- Manage and direct the Media and Planning team. (Media Planning, Strategy and GIS).
- Responsible for Strategic Sales Support and Sales presentations for all African countries, media analyses, trend reporting to all Sales teams across Africa.
- Ensure highest performance of lateral, creative, innovation and strategic thinking to the outdoor medium is applied
- Work hand in hand with the Sales teams and provide support to the Marketing & Sales Director on all strategic media strategy utilizing primary and secondary media and desktop research.
- Provide lateral and strategic solutions to sales problems.

- Develop and promote case studies using global and proprietary research. Work with the Marketing and Research Manager to promote OOH as a medium
- Be totally familiar with all research tools
- Foster a team spirit of high performance
- Participate in industry related associations (AMASA, OMC, PAMRO)
- Manage and develop marketing tools required to support sales ,Outdoor strategies ,Outdoor Plans,GIS and media planning systems

## **Relationship Management**

- Develop relationships internally and externally with the key stakeholders.
- Assisting the Sales Heads to identify opportunities for maximising Adspend.
- To attend regular team meetings and action issues raised by acting upon minutes taken.
- To conduct monthly performance reviews with all key suppliers
- Utilise Bee to share best practice and lessons learnt
- Respond quickly to any enquiry from other subsidiaries
- Deliver quarterly KPI's for direct reports

## **Finance**

- Apply responsible administration to Media Contract approval process
- Manager supplier costs and constant evaluation of cost saving initiatives
- Attention to detail, appreciate cost control and budgets.

## **Key Contacts**

### **Internal**

Sales and Marketing Director (SSA), Sales Head (s), Marketing Manager (SSA), International Marketing Heads, JCDecaux One World

### **External**

Advertising Agencies, Marketers and CEO's

## **Skills & Qualification**

### **Essential**

- A minimum of 10 years strategic media experience
- Relevant tertiary diploma in Media Studies
- Minimum of 5 years management experience
- Sound relationship with key Media Partners
- Sound knowledge on international Media Research and Creative Tools
- Process agreeable - Understand the value of process & how it benefits all.
- Fully conversant with Microsoft Office

### **Person Specification**

- Professional and strong communicator - both written and spoken; good presentation skills
- A flexible approach as travel may be required.
- Innovative and self-motivated; good time-management
- Thought leadership skills
- A clean current full driving licence.