

KINDLY NOTE:

All applications should be made via email to 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 2 positions available.

1. **Sales Executive** - Please scroll down to page 2 to 3
2. **Junior Media Analyst & Strategist** – Please scroll to page 3 to 5

1. Job Title: Sales Executive

Division: Africa

Location: Johannesburg Reporting to: Head of Sales – Direct and Retail SA

Overview

The primary role of the Sales Executive is to Generate Advertising Spend for JCDecaux driven from Client marketing and procurement departments in South Africa.

To increase OOH Share of Adspend versus All Media within SA and to ensure that JCDecaux is the primary beneficiary of such Adspend.

Key area of Responsibilities

- Achieve/exceed sales target
- Liaise with all direct clientele on all levels seeking new business
- Where applicable dealing with Advertising Agencies across multiple brands
- Ability to operate at all decision-making levels including Marketing Directors, CEOS and General Management
- Maintain a continual high level of service
- Continually promote the Company and offer excellent after sales service
- Must deliver on individual KPI's set per quarter / annual
- Attend sales meetings at least once a week, which may continue after hours
- To attend workshop, functions and any other company related excursions that may continue after normal working hours
- Accurate management of Business under Negotiation and Forecasts
- Delivery Accurate and timeous reports to Management
- Must uphold the Company image and retain confidentiality always
- Act as an ambassador for JCDecaux
- Act on shortfall against budget with strategic solutions

Relationship Management

- Develop relationships internally and externally with the key stakeholders.
- Assist the business to identify opportunities for maximising Adspend.
- To attend regular team meetings and action issues raised by acting upon minutes taken.
- Utilise Bee
- Respond quickly to any enquiry from other subsidiaries

Finance

- Diligence with Contract Administration
- Assist in collection of outstanding monies
- Work within the JCDecaux Limits of Authority when negotiating discounts and Added value
- Attention to detail, appreciate cost control and budgets.

2. **Job title: Junior Media Analyst & Strategist**
Division: Sub Saharan Africa
Location: Johannesburg
Reporting to: Group Media Manager - Sub Saharan Africa
Department: Media

Overview

The primary role is to support the sales team to drive Advertising spend across all platforms by:

- sourcing, analysing, interpreting and packaging data for the company's varied divisions
- creating relevant media strategies and sales solutions and providing sales documents and tool kits for presentation to Clients

Minimum requirements

- ± 2 years' media planning and/or strategy experience
- Ability to use various media planning and measurement tools such as AMPS, TGI, Telmar, Quantum and other secondary research surveys through relevant software
- Computer Literate – Advanced Microsoft Office (including PowerPoint, Excel and Word)
- Relevant Marketing qualification. (Degree or IMM)

Key Accountabilities

Overall, the key function is to:

- Develop and update presentation material to support the Sales department, from brief through to presentation stage, with the emphasis on the selling of the Outdoor Advertising channel across Sub-Saharan Africa, including but not limited to:
 - o Category presentations,
 - o Brand specific presentations,
 - o Pitches for new business
 - o Generic presentations

- Analysis of clients' current media strategies to suggest improvements and identify possible gaps in the market
- Source secondary media & marketing data relevant to the Outdoor industry in all African markets
- Produce proactive reports and presentations relevant to the Outdoor industry
- Develop and promote case studies using global and proprietary research with the Marketing and Research department that will promote OOH as a medium
- Produce monthly spend reports to analyse trends and give context to OOH within the media mix as well as different platforms within OOH
- Respond quickly to all requests from Clients, all other subsidiaries and other departments
- Participate in industry related associations (AMASA, OMC, PAMRO)
- Identify problem areas and implement a solution to assist with improving Sales
- Create and maintain easily accessible measurement data for the Sales teams to access:
 - o Reach figures
 - o Impacts
 - o Performance Summaries for Networks
- Utilise BEE Resource Centre to access best practice to support marketing proposals

Key Attributes & Skills

- Proactive and driven
- Highly self-motivated and energetic
- Ability to work quickly and accurately
- Strategic and creative thinker
- Excellent communication and writing skills
- Ability to work without supervision
- Team player

- A flexible approach as travel may be required
- A clean and current, full driving license

It should be noted that the above list of tasks and responsibilities is not exhaustive, and that your Line Manager is entitled to instruct you at any time to carry out additional duties or responsibilities, which fall reasonably within the ambit of the job description, or in accordance with operational requirements.

Key Contacts & Relationships

Internal

- Group Media Manager SSA
- Sales Managers (Agency, Direct, Africa, Gautrain and Airports)
- Sales Teams (Agency, Direct, Africa, Gautrain and Airports)
- Sales Coordinators (All)
- Mapping Administrators
- Marketing Department
- Development Department
- Asset Management Department
- IT Department

External

- Advertising Agencies
- Marketers
- Direct Clients
- Research & Software companies

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 partial frame in the top-left corner of the page.

JCDecaux