



My Brilliant Career

Campus media solutions offer an exciting challenge

Waldi du Toit is the general manager for student media and executive producer at BOO! Surprising Media Solutions, an out-of-home media company

By MARGARET HARRIS

Tell me about the work you do.
My executive producer hat means I am in charge of content and delivering solutions to audiences at our various digital-out-of-home screen locations, so advertisers receive maximum return on investment. We

are trying to be less passive and reach our audience better by developing engaging content channels, not just selling space on a digital billboard.

My role as GM of student media at BOO! is the implementation of the Media Transformation Project – a national student media solution – at every university we sign with.

A large part of my focus has been on the implementation of BOO! Campus TV, one of our media solutions at universities, where we install multiple screens across campus that simultaneously stream university content, youth-relevant entertainment content and advertising. This is primarily an internal communications channel for the universities to speak to their students, not just an advertising channel, so tone is key.

I train select content managers at the universities to ensure that their internal content strategy works, and a big part of this is change management and sharing best practice with the different universities.

What do you like most about your job?
I'm getting to use my full skillset, working

with the universities and local content providers on something new and exciting. Because it's a new division and a lot of the products are quite new, I love that I can think about scale before we have scale and implement best practice based on my experience from the get-go.

What and where did you study?

I studied cinematography at Aida (South African Film and Drama Academy) and have a BA in motion picture medium. I've been playing piano since I was three and could read music before books. I wanted to study music composition but switched to cinematography and fell in love with film.

What obstacles did you have to overcome to get where you are today?

I've always been a doer and like to impress others. I think growing up as a high performer, my biggest obstacle was finding my own voice. As a young female I had to find my authentic self and learn to speak up when I have a better idea or don't agree with something. The respect I've gained has been



Waldi du Toit has had to speak up for herself in a tough industry. Picture: Ewald Hoon

worth it. It's a tough industry – you have to work hard.

What is the best advice you were given?

"Think about how you want to live and visualise that, instead of what you want to be." That advice was given to me by my mom.

What would be your advice to other young women entering this industry?

Be productive, stay sharp, learn as much as you can. My life coach taught me you can say anything to anyone, as long as it is done with respect. The reaction from others is always positive when you approach a conversation this way. And just work hard.

When you do something, do it right, do your best. It is all about how you approach a situation that is the differentiator at the end of the day.

How to ...

Make flexibility work for everyone

● The days of working strictly 9 to 5 are well over. Technology means we can work any time, anywhere, and more people are demanding a more flexible work life.

Not all companies have been eager to embrace these changes, but Paul Burin, the vice-president of Sage People, says making employees happier by allowing them to control their work schedule is good for companies, too.

He has this advice:

● The lines between work and home have become blurred. Many jobs that had to be done at a particular place can now be done from your kitchen table or local coffee shop. Modern work responsibilities often require staff to interact with more people in different time zones. As a result, constraints on how, where and when we work should be updated to reflect this cultural shift.

● Companies are battling to attract and keep skilled employees, which means workers can be more selective, and firms offering more flexible working hours will be better at keeping their superstars.

● Trusting employees to be productive from a remote location is more likely to make them trustworthy than watching them from across the office. — Margaret Harris

Trading Places

● Tshepo Ditshego has been appointed CEO of financial services firm Fundi. He has more than 15 years' experience in financial services.

Ditshego has a BCom in accounting from the University of the Witwatersrand and an MBA from the Gordon Institute of Business Science, and is a Desmond Tutu Fellow (2016).



● Mokgadi Skwambane has joined 10X Investments as institutional business development manager. She has a BCom from the University of KwaZulu-Natal and joins 10X from Sygnia, where she was a business development executive. She has previously held roles at Old Mutual Wealth, Nedgroup Investments and Liberty.



● Norwegian Cruise Line has appointed Eamonn Ferrin vice-president and MD for its UK, Ireland, SA, Israel and Middle East markets. Ferrin will oversee the sales, marketing, PR and office operations for Norwegian Cruise Line. He holds an MSc in tourism, finance and marketing from the University of Surrey, and a degree in economic history.



● Lindsey Ord has been appointed to the management board of Climate Fund Managers (CFM) as chief financial officer. CFM is a joint venture between Sanlam InfraWorks and the Dutch Development Bank. Ord has 20 years' experience in private equity fund management, specifically in financial and risk management.



presidential infrastructure coordinating commission
The Presidency
REPUBLIC OF SOUTH AFRICA

The Presidential Infrastructure Coordinating Commission (PICC) was established in 2011 to provide for the facilitation and coordination of the National Infrastructure Plan, which is of significant economic and social importance to the Country; to ensure that infrastructure development is given priority in planning, approval and implementation; to ensure that the development goals of the State are promoted through infrastructure development and to improve the management of such infrastructure during all life cycle phases, including planning, approval, implementation and operations.

THE FOLLOWING POSITIONS IN THE TECHNICAL UNIT (TU) AND TECHNICAL PROJECT MANAGEMENT UNIT (TPMU) NEEDS TO BE FILLED:

<p>TPMU: CONTRACTS AND DISPUTE RESOLUTION SPECIALIST (REF: PICC-2019-001) Full range of contract functions, including preparing and issuing solicitations, evaluating proposals, participating in contract negotiations, execution and administration of complex and technical services and dispute resolution.</p>	<p>YOUNG GRADUATES (X5 POSITIONS) (REF: PICC-2019-009) The PICC is launching a Programme for Young Graduate Professionals in the infrastructure and built environment disciplines. Graduates will be involved in technical studies, investigations, analysis and development. Supporting and assisting SIP Leads in their role as the custodian for their respective SIPs and assisting Senior Management of the PICC Technical Units with administrative tasks as may be required.</p>	<p>TU: SENIOR MANAGER: SIP PROJECT COORDINATION & MONITORING (REF: PICC-2019-004) Manage a team responsible to integrate, monitor and coordinate the planning and implementation of the National Infrastructure Plan (NIP) through regular engagements with key departments and public entities. Ensure data accuracy in preparation for annual scorecards and construction reports to Cabinet.</p>
<p>TPMU: GIS SPECIALIST (X2 POSITIONS) (REF: PICC-2019-007) Perform advanced technical analyses, providing technical support for GIS project implementation and operation, creating, testing and enhancing GIS applications, developing and administering web based GIS applications, preparing GIS datasets, maps, database reports and specialised queries, developing and administering GIS databases.</p>	<p>TU: SENIOR MANAGER: OPERATIONS AND QUALITY ASSURANCE (REF: PICC-2019-003) Manage the operations of the PICC's Technical Unit, which include facilitating site visits to assess progress in strategic infrastructure projects (SIPs), unblocking challenges in SIPs and managing the quality of SIP Coordination and Reporting.</p>	<p>TPMU: ENERGY SPECIALIST (REF: PICC-2019-006) Energy generation, transmission and distribution is a critical part of the PICC portfolio. The incumbent will be responsible to drive the energy strategy for the PICC, lead policies and strategies for sustainable energy development at National level, provide information, analyses and synthesis towards the development of strategies for the energy sector.</p>
<p>TPMU: CONFIGURATION MANAGER (REF: PICC-2019-002) Develop and implement an effective knowledge management strategy to control information/records during the life cycle of the organisation's projects, programmes and business activities, ensuring transparency, traceability, availability and audit compliance.</p>	<p>TU: IT SYSTEMS ARCHITECT (REF: PICC-2019-005) Provide technical leadership on all IT systems, hardware and software strategies. Identify, recommend, develop, implement, and support cost effective technology solutions for all aspects of the PICC. Define and implement IT policies, procedures and best practices.</p>	<p>TPMU: HUMAN SETTLEMENTS, HOUSING AND EDUCATION SPECIALIST (REF: PICC-2019-008) Lead policies and strategies for sustainable Human Settlements, Housing and Education development at National level. Provide information, analyses and synthesis towards the development of strategies for the sector. Conduct economic and sector studies.</p>

Detailed job descriptions for all of the above positions can be found at: <https://www.idc.co.za/picc-careers/>. Unless otherwise stipulated, these positions will be based on a three year (36 month) fixed term contract. Should you be interested in any of the above positions and meet the MINIMUM qualification/s, experience and skills requirements, please apply directly for the relevant position, stating the position and reference number, by sending a detailed CV and cover letter to the following email address: picc@idc.co.za. The closing date for applications is 31 January 2019.

The Presidential Infrastructure Coordinating Commission is growing.

economic development
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