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# JDS FOR THE MANAGING DIRECTOR

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| **Job Title:** | **Managing Director** |
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| **Grade:** | MD |
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| **Ministry /Corporation:** | KBC |
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| **Directorate:** | N/A |
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| **Department:** | Directorate |
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| **Division:** | Office of the Chief Executive |
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| **Section / Unit:** | Office of the Chief Executive |
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| **Location / Work station:** | Broadcasting House, Harry Thuku Road |
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| **Reporting Relationships** |  |
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| **Reports to:** | Board of Directors |
| **Direct reports:** | Heads of Department |
| **Indirect reports:** | Asst. Heads of Department |
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| **Job Purpose** |  |
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Reporting to the Board of Directors, the Managing Director will be responsible for providing leadership and supervising the execution of the Corporation's strategic goals and objectives, ensuring the delivery of independent and impartial broadcasting services for information, education, and entertainment in English, Kiswahili, Kenya Sign Language and other languages deemed appropriate by the Corporation.



**Key Responsibilities / Duties / Tasks**

**Managerial / Supervisory Responsibilities**

1. Under the guidance of the Board, lead in designing and execution of the Corporation’s strategy and direction with clear milestones and measures of success.
2. Design and implement a complete turnaround strategy on digitalization and automation of the Corporation’s processes.
3. Enforce the Editorial Policy to ensure broadcasting services are conducted with impartiality and attention to the interests and sensitivities of different communities.
4. Demonstrate deep understanding of the impact that the rapidly changing digital technology is having on media and the capacity to identify and harness the new commercial opportunities.
5. Avail and manage KBC’s financial and non-financial resources to drive the execution of business objectives.
6. Direct the activities, processes and productivity of the Corporation to meet performance goals and objectives.
7. Is responsible for commercialization of the Corporation’s services and assets by embracing modern and innovative solutions for revenue generation and enhanced profitability.
8. Ensure maintenance of a conducive work environment for attracting, retaining and motivating employees.
9. Spearhead Human Resource matters including staff establishment and organizational structures, appointments, welfare, capacity building, industrial relations, remuneration, terms and conditions of service, separation and effective management of succession plans.
10. Ensure the corporate image of the organization is upheld and all stakeholders of the Corporation are appropriately managed.
11. Facilitates the establishment, operation and control of production and transmission facilities, and services related thereto countrywide.
12. Offer oversight in development of proper internal monitoring and control systems and procedures.
13. Advise the Government on matters relating to broadcasting services and appertaining to the Corporation generally.
14. Ensures compliance with the Constitution of Kenya and all statutory, legal and regulatory requirements.

**Operational Responsibilities / Tasks**

1. Implement a corporate culture that promotes ethical practices and good corporate citizenship.
2. Provide leadership to the Senior Management team.
3. Develop and recommend to the Board the annual business plans for the Corporation.
4. Provide regular, thorough and prompt communication to the Board on key technical, financial and administrative matters.
5. Ensure that the Corporation has effective management structures.
6. Ensure all Board papers are accurately written, are relevant and availed to the Board members in good time.
7. Put in place mechanism for continuous improvement in the quality and value of services and products provided by the Board.
8. Perform the day to day business of the Board and act as the Corporation’s spokesperson.
9. Evaluating, managing and resolving problematic developments and situations.
10. Serve as the link between the Board and the Management.
11. Oversee effective communication between the Management and the Board as well as between different levels of Management.
12. Appoint and enter into agreements with contractors and performing artistes.
13. Develop a positive and trust-based relationship with business partners, stakeholders and authorities.
14. Approve annual procurement and work plans of the Corporation to meet its strategic objectives.
15. Ensure performance contracting, cascading and appraisal for all the Directorates to meet performance targets.
16. Undertake supervision and delegation of management in their duties.



**Job Dimensions:**

1. **Financial Responsibility:**
2. Approval and monitoring of expenditure.
3. Participating in the development of the Corporation’s budget.
4. Resource mobilization.
5. Designing, overseeing and implementing the Corporation’s financial decisions.
6. **Responsibility for Physical Assets**

Responsible on behalf of the Board for the Corporation’s physical assets.

1. **Decision Making/Job Influence**

Makes the Corporation’s strategic decisions.

1. **Working Conditions**

Works both within and outside the organization.



**Job Competencies (Knowledge, Experience and Attributes / Skills**).

**Academic Qualifications**

1. Must possess a Bachelor’s degree in any of the following areas: Communication, Journalism, Media Studies, Social Sciences, Marketing, Business Administration, Law, Engineering, Strategic Management, Project Management or its equivalent from a recognized University.
2. A Master’s degree in any of the above areas will be an added advantage.

**Professional Qualifications / Membership to Professional Bodies**

1. Strategic Leadership, Senior Management or Corporate Governance training from a recognized training institution will be an added advantage.
2. Must be a member in good standing of a relevant professional body.
3. Compliance to Chapter Six (6) of the Constitution of Kenya, 2010 at the point of appointment such as: -
   * Tax Compliance Certificate from Kenya Revenue Authority (KRA).
   * Certificate of Clearance from Higher Education Loans Board (HELB).
   * Certificate of Good Conduct from Directorate of Criminal Investigations (DCI).
   * Duly filled and stamped Self-Declaration / Clearance from the Ethics and Anti Corruption Commission (EACC).
   * A clearance Certificate from an approved Credit Reference Bureau (CRB).



**Previous relevant work experience required**

1. Must have at least fifteen (15) years working experience in a comparable organization (size and complexity) in Public or Private sector; ten (10) years of which must be in a Senior Managerial position or five (5) years at the level of Managing Director in Public or Private sector.

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| **Functional Skills** | **Behavioral Competencies/Attributes** |
| Strategic Thinking & Decision Making  Visionary Leadership  Commercial Acumen  Planning & Forecasting  Public Relations & Presentation | Communication and Negotiation Skills  Management and Analytical Skills  Interpersonal Skills  Emotional Intelligence |

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| **Approvals:** | | | |
|  | **Name** | **Signature** | **Date** |
| **Managing Director** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Chairman, Board of Directors** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |