

# Going Green with Wakathon

## Campaign

Stories by Michael Orie

The leading out-of-home advertising company in the country, Afronedia, is consolidating its Corporate Social Responsibility (CSR) initiative through a campaign for cleaner and better environment tagged Wakathon.

The company Afronedia is celebrating its 30th anniversary with a theme: Be Green. The CSR initiative is to draw public attention to the need for a neat and clean environment. Therefore, the Wakathon is a call to action for the Nigerians to begin to take more than a cursory look and pay attention to the environment.

Targeted at staff and families of Afronedia, members of board, shareholders, suppliers, clients and government agencies, Wakathon is designed as a communication, CSR and marketing engagement tool to passionately connect Afronedia with its community and promote the need to 'Be Green' — neat and clean — all its interactions with the environment.

It will a robust CSR engagement campaign, across the country to support Afronedia's desire for Green Nigeria with intrinsic and far reaching values for the communication outlet.

Explicating rationale behind the new concept, the Group Managing Director, Mr. Akin Iyegbode said, "the challenges of Climate Change and the resultant debates, intervention initiatives and advocacy efforts have also partly informed our decision to chart this course. We realise and deeply understand the urgent need to protect our environment and to do so, protect our future."

As a leader in the out-of-home advertising industry, the company is committed to cham-

plaining the cause of the environment, especially with the global call on Climate Change, to drive home this point further, Afronedia has joined the United Nations' call for tree planting across the globe. The company has selected locations pan-Nigeria for the tree planting exercise.

Speaking further, Olopade says the company, as the first in the advertising industry to use solar energy to power its outdoor signages across the country. "We are pioneers in this business, and one of the qualities of a good leader is to lead by example. As a result, Afronedia is committed and ready to work in partnership with credible agencies set up to help discover other sources of energy," he says.

He adds: "We are also pleased to announce that wherever an Afronedia billboard is sited, the surroundings would be kept clean and green as it is our practice. We have commenced the process of setting up a not-for-profit arm of our group, The Afronedia Foundation which will oversee these corporate social investment (CSI) legacy projects and will be funded by an allotted percentage of our profit."

Also, the company has begun plans to position the outfit as the best and biggest in Africa with restructuring exercise to better position us for the next decade. Olopade notes: "Afronedia is pleased to inform you of our current restructuring exercise to better position us for the next decade. This will also reflect in our brand outlook and feel." The new Afronedia tablet, he discloses, will be unveiled in this last quarter of the year during the company's anniversary gala night.

The company remains the only advertising relation company quoted on the floor of the Nigerian Stock Exchange (NSE). Afronedia FC came into being on October 26, 1999 as Nigeria's leading supplier of outdoor media services to the advertising industry. Originally, it was a small service arm of West Africa Publicity (WAPA) incorporated in 2004 as part of the parent United Africa Company Limited (UACL).



Cross section of guests at Cannes Lions Festival programme held in Lagos, recently

## Cannes Lions' night of honour for Chris Doghudje

### Event

THE immediate past chairman of the Advertising Practitioners' Council of Nigeria (APCON), Mr. Chris Doghudje has been commended by the organizers of the Cannes Lions International Advertising Festival for his role in promoting creativity in Nigeria by encouraging agencies to produce high quality work that can be entered for Cannes and sending students to participate in the global competition that take place in Cannes, France.

The presentation was made at Cannes Lions Rewind organized recently by the Cannes Lions Representative in Nigeria, Nnamdi Ndu and Jean-François Jey of the French Embassy in Nigeria, who was



Doghudje

represented by Mohammed Mutsaers. The Chairman of Cannes Lions, Terry Savage, in a letter which was read during the

presentation stated that Chris Doghudje has demonstrated "vision that one day Nigeria will be standing on stage collecting a Lion and for that vision and creative commitment we would tonight like to recognize and thank Chris Doghudje."

The Cannes Lions Rewind is an annual event organized by Chis Productions, the official Cannes Lions representative in Nigeria to promote the festival locally. According to the Managing Director, Nnamdi Ndu, the event this year recorded an increase in attendance of over 40 per cent compared to 2009, which shows that interest in Cannes Lions is growing.

"More importantly" said Mr. Ndu "is the fact that more clients are attending. This is a mirror of what is happening at the global stage in Cannes."

# VACANCIES

Applications are invited from suitably qualified candidates to fill the following vacant positions.

## POSITION: CIVIL ENGINEER

**Qualifications:** - B.Sc. Honours Civil Engineering (University of the appropriate professional bodies will be an added advantage)  
- Minimum work experience of 10 years  
- Not more than 40 years old.

**Key Responsibilities:** - Oversee the design and construction of the company's projects  
- Prepare cost estimates and tenders  
- Building contracts and drawings

### Other Competences:

- Oversee the construction of all types of civil works from building design and construction.
- Strong communication, interpersonal and negotiation skills in handling complex construction projects.
- Good knowledge of CEM and other relevant engineering concepts and standards for building works in UK and USA.
- Strong and flexible engineering skills which include structural, industrial, commercial and residential buildings.
- Good knowledge of the Nigerian construction Building Code (NBC).
- Good level of customer service and practices in structural engineering, site visits and construction.
- Good knowledge of the Nigerian construction Building Code (NBC).
- Familiar with professional evaluation and design.
- Ability to work under pressure in a fast-paced environment.
- Ability to work under pressure to meet tight deadlines.

## POSITION: ARCHITECT

**Qualifications:** - B.Sc. Architecture (B. Arch. Degree) of the appropriate professional body will be an added advantage  
- Relevant work experience of 10 years  
- Not more than 40 years old.

- Key Responsibilities:**
- Determine advanced technical knowledge in architecture disciplines with a broad knowledge of architectural engineering systems, architectural rendering, architectural visualization, architectural applications and computer methods and architectural visualization software.
  - Responsible for planning, scheduling, coordinating and monitoring technical and managerial aspects of completed work.
  - Direct and/or participate in project visits, meetings and presentations.

## POSITION: ELECTRICAL ENGINEER

**Qualifications:** - B.Sc. (Hons) Electrical and Telecommunications of the relevant professional body will be an added advantage.  
- Relevant work experience of 10 years  
- Not more than 40 years old.

**Key Responsibilities:** - Carry out load calculations, earth protection, fault analysis, interlock engineering, load shedding, protection and maintenance work.

- Perform installation and maintenance work.
- Carry out maintenance, repair and testing of electrical equipment.
- Diagnose electrical faults.
- Interpret electrical drawings.
- Interpret electrical engineering technical drawings.

**Other Competences:**

- Working knowledge of AutoCAD, SolidWorks, Excel and Word.
- Knowledge and apply applicable IEEE, BS, IEC and other national electrical code regulations as they pertain to user requirements.
- Understanding and establish and equipment to perform test.
- Attention to detail with the ability to work within the range of high level product objectives such as development, design and test, site, operations.

## POSITION: MANAGEMENT ENGINEER

**Qualifications:** - BSc or MSc in Mechanical Engineering (University of a world class tier three institution)  
- Membership of relevant professional bodies will be an advantage.  
- Minimum of 10 years experience.  
- Not more than 40 years old.

### Key Responsibilities:

- Perform engineering duties in planning and designing works, operations and other
- Specifically, determine equipment for the various units of the University.
- Oversee the installation, operation, maintenance and repair of such equipment.
- Research and analyze designs, specifications, standards and other data to evaluate feasibility, cost, impact and consequences of proposed projects.
- Apply engineering principles and practices to emerging fields such as wind, renewable and emerging to broader the University.

## POSITION: SENIOR POLYMER

**Qualifications:** - PhD or MSc in Chemistry (University of a world class tier three institution)  
- Membership of relevant professional bodies will be an added advantage.  
- Minimum of 10 years experience in a quality working.  
- Not more than 40 years old.

### Key Responsibilities:

- Develop policy and lead and coordinate with working international students in all institutions.
- Provide input to the planning and general management of projects.
- Manage the timely production of reliable cost reports and BODs.
- Produce and present monthly reports including such data information as projects.

### Other Competences:

- Through knowledge of construction processes and working methods.
- Through knowledge of construction safety, health, quality and environmental practices.
- Detailed understanding of construction law and contractual terms in all standard contract forms.
- Good level of computer literacy.

## POSITION: DIRECTOR PHYSICS TRAINING

**Qualifications:** - PhD/PhD in the field of Physics (University of a world class tier three institution)  
- Membership of relevant professional bodies will be an added advantage.  
- Minimum of 10 years experience with not less than five years as an Academic Director of Physical Training in a tertiary institution.  
- Not less than 40 years old.

### Key Responsibilities:

- Total management of the physical training functions of a rapidly growing University.
- Provide leadership in the creation of a team of young, energetic, creative and highly motivated staff.
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### Other Competences:

- Strong verbal and written communication skills.
- Strong interpersonal and networking skills.
- Strong knowledge of construction safety, health, quality and environmental practices.
- Ability to work under pressure to meet tight deadlines.
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- Strong organizational and multi-tasking skills.

### How to Apply

Interested candidates who meet the above requirements should submit their applications packages to: The Director, Human Resources Department, Babcock University, P.M.B. 121244, Ilesha, Lagos State or online: [hr@babcockuniversity.edu.ng](mailto:hr@babcockuniversity.edu.ng) and submit them within two weeks (from the date of this advert).

Website: [www.babcockuniversity.edu.ng](http://www.babcockuniversity.edu.ng)