

**CURRICULUM VITAE**

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**PERSONAL DETAILS**

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Full Names: Siyabonga Magadla  
Identity Number:  
Gender: Male  
Date of birth: 08 August 1985  
Nationality: South African  
Languages: Xhosa, Zulu, Sotho, English  
Drivers License: Code 08  
  
Cellphone No:  
Email:  
Postal Address:

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**ACADEMIC INFORMATION**

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Qualification: B Tech Journalism  
Completed: December 2015  
Institution: Tshwane University of Technology  
Majors: Basic Research Methodology, Editorial Management, Specialist Reporting  
Print Media, Political Studies.

Qualification: Brand and Marketing Management  
Completed: December 2014  
Institution: VEGA School of Brand Leadership  
Majors: Discovering Strategy, The A-Z of Brand Building, The A-Z of Marketing,  
The A-Z of Integrated Brand Communication, Creativity and Innovation.

Qualification: Programme in Business Communication  
Completed: 2011  
Institution: University of South Africa  
Majors: The Communication Process in a Multicultural Business Environment,  
Linguistic Ability in Business, Oral & Written Communication in Business,  
Internal & External Interaction in Business.

Qualification: National Diploma in Journalism  
Completed: 2006  
Institution: Nelson Mandela Metropolitan University  
Modules: Media Studies/Practice (I-III), Media Information Management (I-III),  
News Writing & Reporting (Print & Broadcast) (I-III), Photojournalism,  
Media Law, Radio & Television Practice, Feature & Review Writing,  
Political Reporting, Editing & Design.

Secondary School: Nathaniels Nyaluza High School  
Matriculated: 2001  
Subjects: English, Xhosa, Afrikaans, Biology, Geography, History

### EMPLOYMENT HISTORY

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**Employer:** National Youth Development Agency (NYDA)  
**Period:** April 2010 – October 2015  
**Position:** Manager: Media Relations/Spokesperson

**Responsibilities:**

- Responsible for the development and implementation of an integrated communications strategy
- Stakeholder liaison and management
- Media and Public Relations
- Act as Spokesperson for the organization
- Crisis communication management
- Speech writing
- Media monitoring and evaluation
- Preparing media statements, opinion pieces and responses to enquiries
- Manage and Oversee Public Relations events including media briefings and project visits
- Drafting key messages for campaigns and special projects
- Prepare Executives/Board members for interviews and other public engagements

**Company:** National Youth Development Agency  
**Duration:** April 2013 - July 2015  
**Position:** Acting Senior Manager: Marketing and Branding

**Responsibilities:**

- Responsible for the review and implementation of an integrated marketing and branding strategy
- Ensure uniformity in the use and application of the organizations Brand Identity
- Manage and oversee the campaigns and events teams
- Chairperson of the NYDA Sponsorship and Donations Committee
- Oversee the production and distribution of marketing and promotional items
- Project management of national events
- Budget management and control

**Company:** National Youth Commission/NYDA  
**Duration:** April 2008 – March 2010  
**Position:** Senior Communication Officer

**Responsibilities:**

- Support the development and implementation of a communications strategy
- Coordinate media projects, campaigns and events
- Facilitate an understanding of the NYC/NYDA, its strategy, objectives and key messages
- Participate in the development of concept documents for national days including Youth Month/June 16, 16 Days of Activism for No Violence Against Women and Children
- Draft and distribute press releases, media invites and alerts
- Write and edit articles for the production of internal and external publications as well as the website
- Identify exhibition and outreach opportunities and represent the organization

**Company:** National Youth Commission  
**Duration:** April 2007 – March 2008  
**Position:** Intern: Communications

**Responsibilities:**

- Assist with drafting press releases and media invites
- Provide a media liaison and monitoring function
- Maintain an up to date media contact list
- Provide support for outreach events, activations, izimbizo, and other special projects
- Write articles for internal and external publications and the website

**Company:** The Queenstown Representative (AVUSA)  
**Duration:** June 2006 – February 2007  
**Intern:** News Reporter/Journalist

**Responsibilities:**

- Cover and write news stories
- Attend news events and press briefings
- Conduct research and interviews
- Write feature articles and analytical pieces on topical issues

**SKILLS AND COMPETENCIES**

- Communication: Excellent written and communication skills
- Stakeholder Management
- Brand Development and Management
- Project management
- Administration: Budget management, allocation and control
- People management
- Performance Management & tracking
- MS Office (PowerPoint, Word, Excel & Outlook)

**REFERENCES**

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