

CURRICULUM VITAE

250

PERSONAL DETAILS

Full Names: Siyabonga Magadla
Gender: Male
Date of birth:
Nationality: South African
Languages: English, Xhosa, Zulu, Sotho,
Drivers Licence: Code 08

Cellphone No:
Email:
Postal Address:

ACADEMIC INFORMATION

Qualification: Honors: Development Studies
Status: Currently enrolled
Institution: UNISA

Qualification: BA Government, Administration & Development (GAD)
Status: Completed 2019
Institution: UNISA
Majors: DEVELOPMENT STUDIES: International Political Economy, Development Theories, Development Policy & Strategies, Development Planning, Empowerment & Popular Initiatives

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: Certificate in 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: Certificate in Business Communication
Completed: December 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

Current:

Employer: LSM Communications (360)
Period: November 2015 – to date
Position: Managing Director

Responsibilities:

- Oversee and manage Client Accounts
- Oversee and manage the production of The Journey (A youth focused publication)
- Stakeholder relations management
- Daily monitoring of print, electronic and social media platforms to identify stories that relate to finance and development
- Content development

- Provide a marketing and sales function
- Project management
- People management
- Budget control and management

Previous

Employer: National Youth Development Agency (NYDA)
Period: April 2010 – October 2015
Position: 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 analysis
- Provide a rapid response function to issues arising in the media and public platforms
- 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
- Budget management and control

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

ORGANISATIONS

ORGANISATION: South Africa Youth Council (SAYC)

Role: Member of the National Executive Committee and Spokesperson

ORGANISATION: South African Youth Chamber of Commerce (SAYCC)

Role: Member of the National Executive Committee and Convener of the Sub Committee on Economic Transformation

SKILLS AND COMPETENCIES

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

REFERENCES

1. Ms Tasneem Motara
MEC (Gauteng Infrastructure Development and Property Management)
Cell:
Email: tasneem@tasneemmotara.com
2. Thebinkosi Josopu
President: South African Youth Council (SAYC)
Cell: 082 900 1234
Email: thebinkosi@sayc.org.za
3. Mr Sango Ntsaluba
Founder: SizweNtsalubaGobodo
Now Chairman at NMT Capital / WZ Capital
Cell: 082 900 1234
Email: sango@ntsuluba.com