



# Curriculum Vitae of Lerato E. Tsebe

## ABOUT ME

I am a communications and media specialist by training. My areas of specialization are across all communication channels and mediums. I have a proven track record in executing communication campaigns at national, regional and international levels. Throughout my working career, I have gained vast experience in media strategy, policy writing, political research and analysis. To this extent, I have completed several courses and certificates in relation to media and communications to solidify my competencies. I have driven and executed media strategies for international NGO's and non-governmental organizations. Professionally, I have previously worked for foreign Embassies and the United Nations. Lerato has extensive experience within the African media landscape and have worked as both a writer and producer covering a range of issues throughout the African Continent. I possess an excellent understanding of African politics and international relations.

## WORK EXPERIENCE

**HEAD PROGRAM INSTRUCTOR. – UNIVERSITY OF CAPE TOWN (GET SMARTER)** 01/04/2022 – Current – PRETORIA, SOUTHAFRICA

I am a Head Program Instructor for an online course with the University of Cape Town's online learning platform. I am currently tutoring an online executive course entitled 'Communication and Influence in the Digital Age'. The course focuses on communications theory, crisis communications, strategies and techniques, leadership and ethics.

**ASSOCIATE INSTRUCTOR – LONDON SCHOOL OF ECONOMICS & POLITICAL SCIENCE (GET SMARTER)** 01/11/2023 – 01/11/2024 – PRETORIA, SOUTHAFRICA

I was the Associate Instructor for an online course at the London School of Economics and Political Science, entitled 'Strategic Communications in Society: Power, Ethics, and Practice'. Both courses are tailored for Executives exploring the role of strategic communications in organizational and social change.

**COMMUNICATION AND OUTREACH SPECIALIST – DNA ECONOMICS DEVELOPMENT CONSULTING** 31/05/2020 – 31/05/2020 – PRETORIA, SOUTHAFRICA

Responsibilities:

- Manage all marketing, branding and communications in relation to the Company and its partners
- Liaise with potential donors& partners, maintain relationships with other Agencies
- Attend meetings with Government Partners
- Create social media plans and messaging for our Donor Agency
- The primary objective of the SA-LED Programme was to support the primary objectives of emissions reductions, Low Emissions Development (LED) capacity development, and LED market development at sub-national level through a technical assistance framework which consists of five broad categories of interventions.
- Draft success stories, blog posts, briefs, case studies, fact sheets, monthly and annual reports showcasing the USAID SA-LED (South African - Low Emissions Development Programme)
- Ensure that project leads work is timeously done and that I am consistently aware of their project deliverables.
- Provide content and copy-editing support on technical reports, as and when needed from project leads responsible for differing.

•Recommend communications and outreach approaches that will maximize impact of not only individual existing activities but the overall objectives of the SA-LED program.

•Manage and serve as key focal point for all SA-LED strategic communications activities, in line with SA-LEDs Communications Strategy and Branding and Marketing Plan.

**PUBLIC RELATIONS AND MEDIA CONSULTANT – EMBASSY OF THE FEDERAL REPUBLIC OF GERMANY** 01/08/2017 – 01/01/2018 – PRETORIA,SOUTHAFRICA

Responsibilities:

Manage, develop and implement international and regional campaigns for the German Information Centre (GIC).

- Contribute to the daily running of the German Information Centre for the remainder of the African continent
- Steer the development and implementation of public relations strategies for on- and offline outreach campaigns including websites and social media
- Manage database of continental freelancers working for the GIC
- Co-ordinate with the Foreign Office in Berlin, as well as with German institutions and international actors in various African countries

**NATIONAL MEDIA AND COMMUNICATIONS OFFICER – UNITED NATIONS MIGRATION AGENCY (IOM-UN)** 01/08/2016 – 01/06/2017 – PRETORIA,SOUTHAFRICA

Responsibilities:

To manage all media and communications for the organization, initiate & manage outreach events to raise IOM's visibility within the country.

- Develop and strengthen relationships with international and national media outlets to promote IOM's programmes and policies
  - Maintain relationships with government departments and government partner agencies
  - Participate in UN Communications Group (UNCG) meetings and joint activities as required
  - Liaise with potential donors& partners, maintain relationships with other Agencies
  - Write media statements, organize media interviews and write speeches for the organization and Chief of Mission
  - Provide input in draft policies for national Government departments
  - Plan and flight international IOM campaigns
  - Worked on a Regional Sexual, Health and Reproductive Rights (SRHR) in partnership with other UN Agencies, working around sexual health rights, gender and social inclusion. This was a regional project that had been piloted in Zambia, targeting youth from sixteen years of age all the way into women hood.
- Member of the Executive Committee, and Global Communications Group

**COMMUNICATIONS CONSULTANT – UNITED NATIONS CHILDREN FUND (UNICEF)** 01/08/2015 – 01/08/2016 – PRETORIA,SOUTHAFRICA

Responsibilities:

- Research and policy writing for the region
- Project planning, event management and media engagement including strategizing and planning campaigns for National Departments
- Plan and implement communications strategies for various sections of the organization
- Oversee the implementation of a national social mobilization strategy for the Health Section
- Write speeches and press statements for our Chiefs of Sections, Country Representative and Deputy Representative of UNICEF

**COMMUNICATIONS OFFICER – TSHWANE LEADERSHIP FOUNDATION** 01/06/2015 – 01/08/2015 – PRETORIA, SOUTH AFRICA

Responsibilities:

- Maintain the organization's website and social media content
  - Member of the Executive Committee
- Supervise five Communications Interns, from Tshwane University of Technology (TUT).

**BUSINESS PRODUCER – INFINITY MEDIA NETWORK** PRETORIA, SOUTH AFRICA

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Responsibilities:

- Oversee production of large-scale broadcasts especially during Monetary Policy announcements & Finance Ministers budget
  - Oversee the daily running of the business desk.
  - Formulate the daily news diary from planning to broadcast
  - Produce stories, arrange interviews, structure daily news bulletin
- Supervise two business reporters. I had to formulate the daily desk diary, arrange guests

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**AFRICA NEWS BUSINESS JOURNALIST, PRESENTER & PRODUCER – E-NEWS CHANNEL AFRICA** 01/09/2009 – 30/09/2013 – PRETORIA, SOUTH AFRICA

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Responsibilities:

- Write and research news scripts for domestic and Continental news
  - Produce content for the daily news bulletin on news, business & entertainment, and special features relating to contemporary African affairs.
  - Travel throughout Africa & report stories
  - Present business news bulletins
- Provide on air political analysis

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**MARKETING ASSISTANT – THEBE INVESTMENT CORPORATION** 01/01/2008 – 01/12/2008 – JOHANNESBURG, SOUTH AFRICA

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Responsibilities:

- Ensure the Marketing and branding of the company is maintained
  - Disseminate information in relation to marketing and communication to clients, coordinating all marketing research for clients
  - Plan events for the CEO and the company
  - Maintain organization's daily internal communications
- Organizing & plan events, draft budgets

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## ● EDUCATION AND TRAINING

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**MASTER OF ARTS.** North-West University

01/05/2026- present, South Africa

**Field of study** International Relations (Research)

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**BACHELOR OF ARTS HONOURS.** University of the Witwatersrand

01/02/2004 – 01/12/2006 Johannesburg, South Africa

**Field of study** Political Studies

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**BACHELOR OF ARTS** University of the Witwatersrand

01/01/2007 – 01/12/2007 Johannesburg, South Africa

**Field of study** Political Studies, Sociology and International Relations.

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## ● CERTIFICATIONS

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Human Sciences Research Council (HSRC) 24/10/2025  
**Human Sciences Research Council (HSRC) Science Diplomacy Summer School 2025.**

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Is a transformative program designed to equip participants with the knowledge, skills, and networks to leverage science-policy-diplomacy interfaces for Africa's sustainable development and global engagement. As the world faces increasingly complex challenges such as climate change, food security, health crises, and sustainable development—

the intersection of science and diplomacy has never been more critical. South Africa, positioned as a regional leader in scientific research and international cooperation, stands at the forefront of leveraging science diplomacy to foster innovation, influence policy, and strengthen multilateral partnerships. The programme is designed to build critical capacity in science diplomacy, empowering researchers, policymakers, diplomats, and development practitioners to harness scientific collaboration to address pressing global and continental challenges. Participants will gain conceptual frameworks, an understanding of the relevant ethics, and practical skills to navigate the dynamic interface between science, policy, and international relations. We look forward to your participation in what promises to be an engaging and solution-driven conversation.

**Link** <https://hsrc.ac.za/science-diplomacy-summer-school>

Human Sciences Research Council (HSRC); University of Pretoria; Department of Science Technology & Innovation, 08/08/2025  
**HumanSciencesResearchCouncil(HSRC)6thAnnualEmergingandEstablishedAfricanResearcher Training Academy.**

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Participation in the Academy offers a unique opportunity to develop critical research skills, including research design, data analysis, and academic writing. It also provides a platform to engage with like-minded peers and learn from experienced mentors, fostering meaningful collaborations that have the potential to shape the future of research across Africa.

**Link** <https://hsrc.ac.za/sixth-annual-emerging-and-established-african-researchers-training-academy-2025-2026/>

Institute for Security Studies (ISS). 18/08/2012

**ACPST Course: Emergingthreatstohumansecurity inAfrica(ETHSA)**

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Course description: The decline of warfare in Africa has coincided with the emergence of threats like electoral violence, terrorism, drug trafficking, cyber-crime, maritime insecurity and climate change. ETHSA will explore the nature of these threats, why they have emerged, how they threaten human security, specific ways of tackling them, and how they relate to each other and to traditional threats? To positively influence policymaking and implementation by giving participants a better understanding of emerging threats, practical skills for dealing with these threats, research training for continued learning, and networking skills for knowledge exchange and concerted action against emerging threats.

**Link** <https://issafrica.org/events/acpst-course-emerging-threats-to-human-security-in-africa-2014>

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Thomson Reuters Foundation & The African Centre for Media Excellence (ACME), 01/06/2012

**Certificate course on Financial and Economic Journalism**

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The African Centre for Media Excellence (ACME) in Kampala is hosting the Thomson Reuters Financial and Economic Reporting course for African journalists. This course is part of ACME's commitment to excellence in journalism and mass communication in Africa. The course aims to enhance the skills of African journalists in reporting on financial and economic issues, which are crucial for understanding the economic landscape and informing the public. ACME's long-term approach to training and education ensures that the skills learned are practical and applicable in real-world situations.

**Link** <https://acme-ug.org/2017/12/08/african-journalists-undergo-training-on-illicit-financial-flows/>

Reporting National Budgeting Processes, Fiscal Literacy Training , 31/01/2012

**TheWorldBank &Rhodes University School of Journalism &MediaStudies.**

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African journalists from throughout the continent convened for a two-day financial literacy workshop to help them track the efficiency of public investments .The workshop included tutorials on national budget cycles, how to use open budget portals and how to connect numbers to those who are affected .The goal of the workshop was to strengthen the journalist's reporting capability.

**Link** <https://shorturl.at/58pP3>

## **Essentials of Broadcast Management**

Rhodes University's Sol Plaatje Institute (SPI) for Media Leadership, Africa's only university-level media management and leadership institute, invites managers of radio stations and television channels from media organizations across the African continent to attend a National Qualifications Framework Level 6 accredited and certificated five-day broadcast management short course. The course will provide participants with insights and practical skills to help them make direct interventions in their respective radio stations and television channels. It also focuses on integrated strategies for managing key elements in broadcasting.

**Link** <https://www.ru.ac.za/spi/shortcourses/essentialsofbroadcastmanagementcourse/>

## **HONOURS AND AWARDS**

01/01/2007

### **Postgraduate Academic Merit Award – University of the Witwatersrand**

The Postgraduate Merit Award (PMA) at the University of the Witwatersrand is designed to assist graduates in completing their Honours, Masters, or PhD degrees by research or a combination of coursework and research. The award is based purely on academic merit.

**Link** <https://www.wits.ac.za/study-at-wits/financial-aid-and-scholarships-administration/scholarships-and-bursaries/>

## **CONFERENCES AND SEMINARS**

24/11/2025 - 24/11/2025 Pretoria, South Africa.

### **Science Diplomacy Master Class**

Africa is stepping into a pivotal era in science diplomacy, where the continent's capacity to anticipate and strategically navigate scientific and technological advancements will determine its influence on shaping global agendas. From climate resilience to health security and digital transformation, cultivating anticipatory leadership is not only critical for national policies and scientific communities but also essential for positioning Africa as a proactive and innovative player in global decision-making. In September 2025, the DSTI through SDCfA hosted the South Africa Anticipatory Leadership Week (ALW) in partnership with the GESDA. The South Africa ALW, one of five held globally, is anchored in the Global Curriculum for Anticipatory Leadership (GCAL), creates an immersive space to explore the future of leadership in a world accelerated by science and technology.

It is designed to equip policymakers and decision-makers with the foresight and skills to anticipate and respond to the societal impact of disruptive technologies. The Science Diplomacy Masterclass at Science Forum South Africa 2025 builds directly on the momentum of the South Africa ALW. It will serve as a practical, skills-based training laboratory for early- and mid-career professionals working at the intersection of science, technology, policy, and diplomacy. Unlike conventional discussions, the Masterclass will use simulations, negotiation exercises, and futures-thinking methodologies to prepare participants for real-world challenges where science and diplomacy intersect.

**Link** <https://www.sfsa.co.za>

## **PUBLICATIONS**

2025

### **The quest for equitable multilateralism : mapping South African interests in reforming the global order**

Democratic South Africa has played an active role in multilateral institutions, leveraging its history, geographic location, and diversity to position itself as a builder of bridges between the Global North and South, representative of Africa, and a champion of a rules-based world order. The Republic has used multilateral institutions to advocate for the maximum participation of all states (rich and poor, strong and weak) in global governance according to rules of the global order (applied equally to all), in order to ensure an equitable distribution of resources in the international system. In recent years, South Africa has become more vocal about the need to entirely rethink the multilateral system owing to the unequal application of international law in what is supposed to be a rules-based order. With its successful hosting of the XV BRICS Summit in 2023, its leadership of the African Peace Initiative to mediate in the Russia-Ukraine war, and its ground-breaking litigation against Israel for crimes of genocide in Gaza, Pretoria has asserted the Republic's role as a pivotal player in the debate on reshaping the world order.

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**Link** <https://collections.fes.de/publikationen/ident/fes/21661>