

Mandisa Titi Career Profile and Resume

Personal Details



Career Summary

| Company | Position | Duration |
|--|--|-----------------------|
| Eastern Cape Provincial Government | Chief Director: Eastern Cape Provincial Communications | May 2014 - Current |
| State Information Technology Agency (SITA) | Consultant Group Events | Nov 2013 – May 2014 |
| Moqhaka Local Municipality | Senior Marketing and Communication Officer | June 2012 – Oct 2013 |
| Independent Television Productions: | Managing Member | June 2010 – June 2012 |
| South African Broadcasting Corporation | General Manager: PCS Strategic Projects (Public Commercial Services) | June 2007 – May 2010 |
| Auxiliary Employment: CSIR | Specialist Communications Advisor | 2003 – 2006 |
| Sinobuntu Communicare | Managing Member | May 1997 – 2003 |
| South African Broadcasting Corporation | Chief Marketing Executive | 1996 – 1997 |
| Revlon SA | National Promotions Manager | 1995 – 1996 |
| South African Broadcasting Corporation | Senior Account Executive | 1992 – 1994 |
| Lintas: Johannesburg | Copy Writer | 1990 – 1991 |
| Lintas: Johannesburg | Copy Writer Trainee | 1985 – Jan 1986 |
| Badirile High School | Teacher | 1983 – 1984 |
| Loyiso High School | Teacher | 1979 – Mar 1983 |

Career Highlights

- Producing & Presenting Crux/Women of God with Mandi Titi for SABC 2 Dubbing, Film and radio Translations
- TV Researcher for television program ideas
- TV Presenter - TV2 Jikelele (TV2000; Masimdumise; Ukholo Lunje; Masakhane)
- TV Producer (Alpha/Hosanna)
- Mentored to Ms. Nomthunzi Vuza: Executive Producer @ Umhlobo Wenene.
- Mentored Mr. Zikie Molusi Former Sponsorship and Marketing
- Executive @ Telkom
- Mentored Mr. Lebo Gunguluza former National Communications Manager @ NAFCOOC
- Served on Thumbprint Mentorship project
- Supported appointment of Mr. Romeo Khumalo as station manager for Metro Fm.
- Represented SABC Radio @ Loerie Awards committee
- Represented SABC Radio @ Community Announcements Forum
- Repositioned SABC Radio and Name changes
- Production of lingxoxo zamakhosikazi for DPSA
- Repositioned SABC's RAP studio's and turning them into profitable entities
- Conceptualization and implementation of DJ of the year competition for SABC radio network with Lemon Twist (all 9 ALS)
- Introduced Bonitas Medical Fund as SABC 1's advertiser.
- Young Community Shaper Awards with SABC 1's Take 5
- Conceptualized and implemented Friends In Need for Umhlobo Wenene sponsored by Lion Matches
- Produced & Presented Women of God with Mandi Titi for SABC 2
- Produced Celebration of the Millennium Woman with SABC Radio (2000) sponsored by Vodacom and Engen.
- Established National Revlon Professional Club
- Pronounced Millennium Woman of the year by Ukhozi FM (year2000)
- Nominated to serve on BCCSA
- Adapted OMO Mailbag from print to SABC Radio feature format
- Conceptualized the Youth Against Crime project

Employment Brief

EASTERN CAPE PROVINCIAL GOVERNMENT : CHIEF DIRECTOR : EASTERN CAPE PROVINCIAL COMMUNICATIONS

May 2014 - current

Mandisa Titi's current position is located within the Office of The Premier. This role ensures strategic alignment among government departments and entities operating in the communication space in the province to ensure effective and efficiency in operations. It coordinates all the Marketers as well as PR practitioners across the province to assist with broader Citizen participation.

STATE INFORMATION TECHNOLOGY AGENCY: CONSULTANT – CONSULTANT GROUP EVENTS

November 2013-May 2014

Located within the Marketing & Communications Unit the main function of the role was to oversee the implementation and alignment of all corporate events at SITA

MOQHAKA LOCAL MUNICIPALITY: SENIOR MARKETING & COMMUNICATIONS OFFICER

June 2012 - October 2013

Located within the office of The Municipal Manager the main function of this role was to handle municipal communications with the media, community and key stakeholders.

INDEPENDENT TELEVISION PRODUCTIONS:

June 2010- June 2012

During this time the incumbent followed her passion for producing television documentaries, notably "Encounters with Mandela" featuring prominent guests. The project was broadcast on SABC 1 during Madiba's last hospitalization and consequent passing on.

SOUTH AFRICAN BROADCAST CORPORATION: GENERAL MANAGER: PCS STRATEGIC PROJECTS

June 2007 - May 2010

Main function of the position was to manage media relations, flagship events like the Metro Music Awards, as well as unlock potential revenue on behalf of the Public Commercial Services:

- Conceptualize a design strategies to maximize PCS revenue
- Media management & monitoring
- Build & maintain functional Stakeholder management
- Provide a PR service to the Division
- Official representative of PCS at functions
- Input into Platform programming
- Facilitate inter-platform collaborations

- Project manage key programs in the Division to ensure adherence to governance and deadlines

- Ensure high quality output to trade
- Identify and manage projects outside of broadcasting to build positive brand image and increase brand awareness

AUXILIARY EMPLOYMENT: CSIR - SPECIALIST COMMUNICATIONS MANAGER

2003- 2006

The main purpose of the role was to conceptualize and implement all classical Communications Activities of CSIR's Environmentek

Achievements:

- Established Imbizo Bi-Monthly Forum
- Revamped and Managed the IntraWeb
- Developed Communications Strategy
- Established relationships with DST/DWAF/DTI
- Events Management (awards ceremony, et)
- Write News for the IntraWeb and External Media
- Profile Company and the Company Executives & HOD's
- Established Research Seminars
- Popularized Science and Technology through targeted programs
- Established Community based Relations
- Manage Stakeholders

SINOBUNTU COMMUNICARE: MAY 1997- 2003

Managing Member

The main role was to exercise and pursue entrepreneurial activities within the advertising and marketing spheres linking big business and government in community programs

1997-2003

List of major clients:

- Unilever
- Joko
- Vodacom
- Engen
- TEBA Ltd
- Bonitas Medical Fund
- Advisor to Streamline Advertising
- Consulting Editor for Score Customer Magazine
- Concepts for Youth Community-based Activities sponsored by Score
- SABC Liaison on behalf of Score Supermarkets
- Scripting & productions for radio & television

SOUTH AFRICAN BROADCASTING CORPORATION: CHIEF MARKETING EXECUTIVE

1996-1997

- Strategic positioning of SABC Radio to Advertising Industry & consumers.
- Interact with Senior Marketing personnel of the FMCG e.g. Unilever Group, SAB etc.
- Marketing SABC - audiences
- Profiles stations to generate more revenue
- Generate Advertising and Marketing ideas for stations.
- Develop Trade and Consumer Activities
- Structure Promotions for stations
- Repositioned SABC Radio KUSILE BOSELE for post- apartheid
- Established database for CRM Responsible for editing Activate magazine targeted as mouth-piece for SABC Radio in the Ad industry.

REVLON SA: NATIONAL PROMOTIONS MANAGER

1995-1996

The main purpose of the role was to help Revlon align with the main market

- Established the Revlon Professional Club Nationally.
- Assisted Revlon break into the mass market
- Strengthen relations between Revlon and clients both Primary and Secondary.
- Developed newsletter for clients
- Product Launches
- Manage newsletter to customers.

SOUTH AFRICAN BROADCASTING CORPORATION: SENIOR ACCOUNT EXECUTIVE

1992-1994

The main purpose of the role was to market SABC's radio network to the advertising & marketing industry

- Market SABC Radio to advertising industry
- Assist radio stations with programming
- Develop opportunities for ad industry to exploit
- Train and mentor new Account Executives

LINTAS: JOHANNESBURG: COPY WRITER

1990-1991

The main purpose of the role was to write and produce advertising copy to the consumer market

- Conceptualize ads for radio
- Write
- Produce
- Book and manage Voice Over Artist
- Book Audio Studio's
- Direct and manage productions
- Manage translation of ads
- Submit ad material to SABC for approval
- Ensure acceptance and flighting of spots by media

UNIVERSITY OF FORT HARE: STUDENT

1986-1988

Full-time pursuit of full time studies towards self-improvement & growth

LINTAS WORLDWIDE: COPY WRITER TRAINEE

1985- Jan 1986

At trainee level the purpose of the role was to write and produce advertising scripts as well as assist in production of advertisements

Duties:

- Manage Translations
- Participation in Concept development
- Book Voice Artist
- Assist in Studio productions
- Assist in television shoot productions
- Delivering scripts to SABC & Production Houses*

BADIRILE HIGH SCHOOL: TEACHER

April 1983 - 1984

The main purpose of the role was to teach, groom and develop Learners placed under my trust.

LOYISO HIGH SCHOOL: TEACHER

1979 - Mar 1983

The main purpose of the role was to teach, groom and develop my Learners

Main Duties

- Educator
- Netball coach
- Music instructor
- SCM

Formal Education

| Curriculum | Institution | Modules | Year |
|---|--|--|-------------|
| Media Proficiency | AAA School of Advertising | Branding Techniques Understanding Consumerism | 1997 |
| MAP | Wits Business School | Organizational Behavior Environment of Business Operations management Elements of marketing Financial analysis Industrial relations | 1996 |
| BA Communications | University of Fort Hare | Sociology 1, 2 & 3 Communications 1, 2 & 3 Psychology 1&2 Criminology 1 English 1 | 1989 |
| Junior Secondary Teachers Course | Lovedale Teacher's College & LL Sebe Teacher Training | History Geography IsiXhosa Afrikaans Theory of Teaching Child psychology | 1977 - 1978 |

Languages

IsiXhosa (Mother Tongue)
IsiZulu (Good)
Sotho (functional)
English (Good)
Afrikaans

1.