

NOMAZULU MDA

•Gender: Female

PROFESSIONAL SUMMARY

Accomplished media strategy and operations management leader with over 18 years' experience of portable skills gained in broadcasting, news media, film production funding and currently music. Ability to proactively identify, evaluate and implement enhancements to strategy, operations, customer services. Leader and manager of cross functional teams including Operations, Marketing and Communications, Government and Stakeholder Relations. Implemented successful brand positioning, business growth strategies and projects while managing customer services, thought leadership and corporate relations for SABC News, the National Film and Video Foundation and currently the South African Music Performance Rights Association. Ability to interact with teams at all levels, customers, and other key business stakeholders. Ability to coach and mentor junior staff to create a solid team with a commitment to implement company strategy and achieve business objectives.

Core Competences and Skills

- Thought Leadership
- Research & Report Writing
- Strategic Development
- Risk Management
- Programme Management
- Stakeholder Management
- Human Resource Management
- Public and Corporate Affairs
- Funding and Sponsorships
- Contract Management
- Marketing & Communications

PROFESSIONAL EXPERIENCE

South African Music Performance Rights Association (SAMPR)
Chief Stakeholder Officer

01/2022 – Current

- Develop and implement annual business and operational plans for the Stakeholder and Customer Services division.
- Develop and implement SAMPR marketing and communications strategy to attract new members, including the Africa Focus engagement plan to grow new revenue streams.
- Provide ongoing tracking, measurement and other relevant analysis for the team's stakeholder programmes and campaigns to provide clear, actionable insights that inform and inspire communication for strategic calendar and brand initiatives.
- Manage the annual research plan on music trends in the media and entertainment sector; and represent SAMPR at industry thought leadership platforms. Identify partners for collaboration on the development of the music sector.
- Provide high standard customer service to SAMPR music performers (Top 100 local music performers) and music record labels.
- Develop and implement SAMPR's annual events and workshops to communicate SAMPR objectives and service to the music and adjacent industries, as well as music users across the board.
- Develop an annual event schedule and speaking material for principals with focus on industry related stakeholders.
- Establish and maintain good working relations and collaboration with other organisations within the music industry.
- Establish and maintain good working relations with the Registrar of Copyright and other relevant government departments or agencies.
- Establish and maintain relations with international neighbouring rights Collective Management Organisations (CMOs), agents and record companies, including reciprocal collection of Performance Royalties from international CMOs.
- Tracking and tracing performers whose unregistered musical works have earned royalties for payment.

National Film and Video Foundation (NFVF)

02/2020 – 09/2021

Head of Operations

- Developed and implemented NFVF's long term planning, annual performance plan, performance metrics, continuous reporting, monitoring, and evaluation of business performance.
- Designed and implemented Brand Marketing of NFVF, Global Positioning and Marketing of South African Film Sector and NFVF funded productions, including serving as the spokesperson for the NFVF.
- Led and business functions of Sponsorships and Distribution; Marketing and Communications, Events Management; Regulatory, Legal and Compliance, Funding Partnerships.
- Managed Internal Communications including corporate reports to Board, Shareholder, Parliamentary Committees and Annual Report production.
- Led the NFVF's content development and thought leadership panels and events through the NFVF's Annual Research Programme, quarterly publications, periodic newspaper articles and seminars with leading local and international partners.
- Managed partnerships and collaborations with local and international partners for business development and fundraising, and entrepreneurial distribution channels for the beneficiaries of the NFVF's funding grants.
- Managed African and global content development, co-production partnerships and film co-financing facilities.
- Successfully designed and implemented the Presidential Employment Stimulus Programme to support the Film Production sector in 2020.
- Successfully designed and implemented the NFVF's Micro-Budget Film Strategy in 2020; and led the team that rolled out a Drive-In strategy to boost film distribution, including in underserved areas.
- Managed NFVF's public affairs and stakeholder relations function through outreach to government and political stakeholders, media, audio-visual sector development and production stakeholders to advance NFVF objectives and sector development.
- Managed the Human Resources and Workforce Plan of the NFVF and development plan of workforce in the audio-visual sector through identifying and supporting enterprise development initiatives.
- Budgeting and financial performance of the Operations Division and the annual supply chain priorities for the NFVF, including internal audit and annual external audit of the Operations Division and special projects.

SABC News: Office of the Group Executive

04/2016 – 01/2020

General Manager: Strategic Planning & Operations

- Identified relevant public and industry engagement opportunities and developing scripts and speaking material to extend SABC News brand. Identified new revenue opportunities for SABC News brand at media trade markets. Negotiating partnerships to extend SABC News brand.
- Introduced thought leadership platforms and structured engagement with stakeholders including government, political actors, civil society, business, academia, interest groups, media relations and public to manage their interest in and expectations from SABC News.
- Developed and managed relationships with sponsors and investors in SABC News productions and content; and negotiating new distribution channels.
- Improved internal stakeholder communication and alignment of business functions including TV News & Current Affairs, National and International Bureaus, Radio News and Current Affairs, Digital News, Archives, Video Editing, Broadcast Resources, News IT, News Marketing, News HR, News Finance and Procurement.
- Responsible for SABC News Corporate Reporting, monthly, quarterly, and annually.
- Briefed design of SABC Corporate Annual Report and conducting final edits from 2011 to 2020.
- Directed SABC News business units, Local and International Bureaus on the optimal utilization of financial, technical and human resources including SOP development, reviews and audits.
- Conducted strategic planning and coordination, monitoring, and evaluating business performance of SABC News and competitor analysis.

- Regulatory Compliance: led regulatory and policy inputs and improved compliance; successfully resolved complaints and litigation management for SABC News.
- Financial Management: Coordinating annual and quarterly divisional budgeting and review processes.
- Implemented divisional systems and structures to detect, prevent and manage fraud; assess and manage risk. Management of Annual, Assurance and Project Audits for SABC News.

SABC News

03/2011 – 03/2016

Head of News Research and Policy Analysis

- Identified local and international partners for developing Research, Business Intelligence, and predictive trend capacity to inform news production SABC News.
- Developed and tested formats and programme schedules of new programmes on TV and Radio. Managed relations with Government, Political Parties and Legislatures for content generation.
- Negotiated partnerships with research think tanks, universities, private sector, and civil society groups for mutually beneficial content development opportunities.
- Led a team of researchers and editors responsible for managing and developing research systems and databases for use by the News and Current Affairs department
- Managed news gathering by ensuring predictive research reflects current and emerging issues, and political trends, both domestic and International
- Guided the research team and motivated them to deliver within assigned deadlines.
- Provided guidance to Special Broadcast for content generation and broadcast partnerships for events such as National & Local Elections, African elections, international conferences, and visits by high profile international political and economic figures.
- Served in the Workplace Committees, News Management Committee, Risk Management Committee, Elections Committee, Performance Management, Learning and Development Committee.

SABC Corporate

06/2008 – 02/2011

Manager: International Affairs

- Developed the Group's international stakeholder relations policy, worked with stakeholders to identify international broadcasting opportunities and partnerships, and exporting consulting services on broadcasting development systems and content distribution.
- Negotiated partnerships with international stakeholders on research, content and broadcasting technology exchanges, and sector specific development exchanges.
- Managed international exchange programmes for SABC staff and incoming partner broadcasting organizations for skills development.
- Proactively engaged with government and regulatory authorities in countries where SABC maintains bureaus to influence the direction of policy and legislation.
- Drafted papers and compiled notes for Group Executives, Group CEO and Board Chairman for international broadcasting conferences to extend the SABC's brand.
- Represented the SABC at regional, continental, and international forums of Ministers and regulatory authorities responsible for broadcasting and related industries, and international forums of broadcasters. Served on the Board of Directors of the Southern Africa Broadcasters Association (SABA).
- Maintained structured engagements with foreign missions in South Africa on broadcasting matters of cooperation.

Department of Communications

08/2006 – 02/2008

Deputy Director: International Relations

Department of International Relations and Cooperation

03/2004 – 08/2006

Assistant Director: Foreign Service

EDUCATION

- Master of Arts in International Relations, University of the Witwatersrand, 2004
- Bachelor of Arts with Honours in International Relations, University of Transkei, 2002
- Bachelor of Arts; Majors in Political Science and English, University of Transkei, 2001

TRAINING AND DEVELOPMENT

- Advanced Media Training, 2020
 - Managing and Coaching for Exceptional Results, Gordon Institute of Business Science, 2016
 - Programme for Management Development, Gordon Institute of Business Science, 2010
 - Diplomatic Training Programme, South African Foreign Service Institute, 2006
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