

# Thato Linda Phakela

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<b>Availability/Notice Period</b>	Negotiable
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<b>Surname</b>	Phakela	
<b>First Names</b>	Thato	Linda
<b>Location</b>	Johannesburg	
<b>Languages Spoken</b>	English, Sotho	
<b>Salary Expectation</b>	Negotiable	

## OVERVIEW

- My key areas of expertise over the past eight years have been in communications, media, social media communication/engagement, content creation, web content management, sales, marketing, public relations, stakeholder engagement and project support.
- Ardent writer and communications practitioner with solid skills in designing and implementing communication and advocacy strategies, marketing communications, corporate communications, health and development communication, writing of newsletters, internal and external communications and reports.
- Well-versed in complex international donor health programs in challenging, resource-poor settings.
- Competent in donor relations, development of project work and activity based implementation plans, managing budgeting, operations, and compliance for projects.

## ACQUIRED SKILLS / ABILITIES

- Problem-solving
- Analytic Thinking
- Budget Management
- Stakeholder Engagement
- Programme support
- Troubleshooting
- Interpersonal Skills
- Report Writing
- Training
- Communication Skills
- Word Press
- Google Analytics
- Adobe in design
- Computer Literate
- Customer Service
- Time Management
- Negotiation

## EDUCATION DETAILS

<b>Qualification</b>	Bachelor of Arts- Communication Science	<b>Institution</b>	University Of South Africa (UNISA)
<b>Year Passed</b>	2016		
<b>Qualification</b>	Certificate-Digital Photography		University of Cape Town
<b>Year Passed</b>	2017		
<b>Qualification</b>	Bachelor of Arts-Honours-Integrated Organisational Communication	<b>Institution</b>	University Of South Africa (UNISA)
<b>Year Passed</b>			
<b>Qualification</b>	Diploma In Mass Communication	<b>Institution</b>	National University of Lesotho
<b>Year Passed</b>	2010		

<b>Name of Employer</b>	<b>Freedom House</b>
<b>Designation/Title</b>	<b>Program Officer</b>
<b>Period of Employment</b>	<b>March 2023 to date</b>
<ul style="list-style-type: none"> <li>• Successfully planned and implemented project activities, ensuring their timely and effective execution.</li> <li>• Compiled monthly and quarterly reports, contributing to monitoring and evaluation reports by providing project indicators.</li> <li>• Reviewed Monitoring and Evaluation plans, tools, and other relevant documents, ensuring their alignment with project goals and objectives.</li> <li>• Collected monitoring and data indicators related to partner activities, providing valuable insights for program assessment and improvement.</li> <li>• Organized and supported program training, workshops, roundtables, and other capacity-building events, enhancing the skills and knowledge of project participants.</li> <li>• Managed, tracked, and reported on all project expenses, ensuring accurate financial reporting and adherence to budgetary guidelines.</li> <li>• Developed and maintained up-to-date files of program information and materials, ensuring easy access and retrieval of relevant documents.</li> <li>• Built and managed partner relationships, fostering strong collaborations and effective communication.</li> <li>• Provided weekly updates on project activities to team members and bi-weekly updates to Freedom House, ensuring transparency and accountability.</li> <li>• Wrote comprehensive quarterly reports, summarizing partner activities and their progress towards project goals.</li> <li>• Oversaw the work of Program Associates and Senior Program Associates, providing guidance and support to ensure successful project implementation.</li> </ul>	

<b>Name of Employer</b>	<b>International Network of Religious Leaders living with or personally affected by HIV (INERELA+)- South Africa</b>
<b>Designation / Title</b>	<b>Communications Officer</b>
<b>Period of Employment</b>	<b>March 2021- March 2022</b>
<b>Reason for Leaving</b>	<b>End of project</b>
<ul style="list-style-type: none"> <li>• Provide INERELA+ brand management and communications quality control across countries and ensure staff understand and adhere to communications guidelines and protocols.</li> <li>• Provide technical support to Communication Focal Points at Country Network Offices and regional projects, in close collaboration with Deputy Director.</li> <li>• Develop and produce a range of high-quality online, digital, and printed knowledge assets in support of INERELA+ programmatic objectives.</li> <li>• Facilitate knowledge management and information sharing.</li> <li>• Manage INERELA+ website and social media accounts.</li> <li>• Communicate with key partners and coordinate working group and NGO coalition initiatives, including in relation to joint campaigns.</li> <li>• Monitor and evaluate all aspects of communications activities and provide reports regularly.</li> <li>• Produce high-quality communications products in a range of formats including reports, publications, brochures, policy briefs, web stories, press releases, short films, newsletters, and annual reports.</li> <li>• Write newsletters and success stories for external communications.</li> </ul>	

<b>Name of Employer</b>	<b>Gender Links South Africa</b>
<b>Designation / Title</b>	<b>Media &amp; Communications Officer</b>
<b>Period of Employment</b>	<b>March 2019 to 2021 February</b>
<b>Reason for Leaving</b>	<b>End of Contract</b>
<ul style="list-style-type: none"> <li>• Maintained and updated internal and external email lists.</li> <li>• Distributed content via contacts database management systems.</li> <li>• Oversaw production of communications products business cards, calendars, t-shirts, and photos.</li> <li>• Created content, copy-editing and uploading of articles for the website and social media pages.</li> <li>• Created content for social media platforms linked to key dates.</li> <li>• Created monthly monitoring and evaluation reports for the website and social media using Google Analytics.</li> <li>• Setup internal and external meetings via collaborative platforms.</li> <li>• Documented events through photographs and videos.</li> <li>• Coordinated Interviews with Gender links Centres of Excellence.</li> <li>• Managed all GL's media interviews.</li> </ul>	

- Engaged in routine media monitoring.
- Supervision of Interns in Media department.

<b>Name of Employer</b>	<b>Association for Water and Rural Development (AWARD) South Africa</b>
<b>Designation / Title</b>	<b>Media and Communications Assistant</b>
<b>Period of Employment</b>	<b>June 2016 – December 2017</b>
<b>Reason for Leaving</b>	<b>End of Project</b>

- Supported the delivery of the organization’s media and communications strategy.
- Created awareness about the organizations to the public, other organizations and the media.
- Identified new and emerging opportunities for partnerships and collaborations.
- Engaged in monthly media monitoring and compiled reports.
- Developed systems and management processes for tracking and reporting of progress.
- Prepared and produced written and electronic materials.
- Wrote up routine project reports for submission to donors (USAID).
- Facilitated stakeholder communications through the setup of task teams and working groups.
- Managed website and social media content, monitored and reported on data metrics.
- Engaged with television and radio stations for advert placement and publicity activities, creating a platform for the organization’s stakeholders to publicize their work and projects.
- Wrote Press releases and success stories about the organization’s project.
- Mapped, profiled, and created a database of stakeholders.
- Identified opportunities for increased media coverage of AWARD’s work in the region and internationally.

<b>Name of Organisation</b>	<b>Gender Links</b>
<b>Designation / Title</b>	<b>Intern</b>
<b>Period of Membership</b>	<b>January 2011- December 2011</b>
<b>Reason for Leaving</b>	<b>End Of Contract</b>

- Monitored media and produced case studies for media reports.
- Updated content and monitoring of the website with the virtual resource center.
- Managed social media pages.
- Wrote commentaries and articles on gender-related issues.
- Wrote content for Gender Links Publications.
- Planned events and meetings for the organization.
- Marketed GLs publications to different segments of identified targets.
- Liaised with Media Houses on media and communications-related matters.
- Contributed through writing toward publications of Journals, E.g., Gender and Media Progress Study.

<b>Name of Organisation</b>	<b>Public Eye Newspaper, Lesotho</b>
<b>Designation / Title</b>	<b>Intern</b>
<b>Period of Membership</b>	<b>2010</b>
<b>Reason for Leaving</b>	<b>End Of Contract</b>

- Monitored media and produced case studies for media reports.
- Wrote new stories for Monday and Friday Newspaper editions.
- Contributed to daily news gathering, writing and reporting.
- Engaged in and reported on field interviews with selected interviewees.
- Conducted field research to get indepth information about different news stories for different news beats.

**Media Examples:**  
[http://genderlinks.org.za/wp-content/uploads/imported/articles/attachments/14823\\_whatmessagesareadvertsimpacting\\_thatophakela\\_2012.pdf](http://genderlinks.org.za/wp-content/uploads/imported/articles/attachments/14823_whatmessagesareadvertsimpacting_thatophakela_2012.pdf)  
<https://inerela.org/2021/08/24/gender-inequality-and-discrimination-against-girls/>  
<https://inerela.org/wp-content/uploads/2021/12/Newsletter-Issue-25-June-2021-002-1.pdf>

**References**

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