



# Jodene Minnie Louw

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- Johannesburg, South Africa

## SUMMARY

My name is Jodene Minnie Louw, I hail from the south of Johannesburg, in a township called Eldorado Park.

After completing my formal schooling, I pursued a tertiary education at The University of Johannesburg, where I obtained a National Diploma in Public Relations and Communications in 2014.

A few things I know to be true about myself, is that I am an exceptionally hard worker, and a dedicated team-player! I will always go above and beyond what may be expected of me to ensure that my job is executed to perfection, and that all stakeholders are left with smiles on their faces, and remembering the phenomenal services offered to them. I am indeed a solid return on your investment, and a complete joy and treasure to be around.

I pride myself on my ability to show empathy towards my colleagues, and I believe myself to be very relatable, I am able to work well independently, and I maintain a high level of confidentiality at all times.

## SKILLS

- Client Service
- Internal Communications
- External Communications
- Strategic Communications
- Crisis Management
- Training
- Branding
- Project Management
- Complaint resolution
- Staff management
- Presentation design
- Report writing
- Event coordination

## EXPERIENCE

08/2019 – Current

### Senior Office Administrator

**The Methodist Church of Southern Africa** | Johannesburg, South Africa

#### Key responsibilities:

- Managing all logistics for program activities and events, including travel, board and lodging, invitations, etc.
- Drafting and editing all communications
- Taking notes during meetings, member of the Mission Unit Advisory Board, preparing minutes and following up on action points
- Writing program reports for the Unit Advisory Board and external partners
- Reviewing program reports from the 6 countries of the MCSA
- Liaise with all international partners and donors
- Providing program support to the MCSA Covid-19 Relief Committee, ensuring smooth transfer of relief funds to the 15 Districts in 6 countries, compilation of program and Financial Reports and timely reporting to international partners
- Participated in a series of in-person and online international workshops of the World Council of Churches developing and drafting the Health-Promoting Churches Volume II: A handbook to accompany churches in establishing health promotion in their context

07/2017 – 07/2019

### Communications Assistant

**The Methodist Church of Southern Africa** | Johannesburg, South Africa

#### Key Responsibilities:

- Social and Digital Media Management and Website Management
- Compiling articles for monthly newsletter
- Media relations, events and conferencing

#### Key achievements:

- Worked with designers to create banners, videos and static content for advertising campaigns.
- Edited and proofread articles for corporate newsletters to promote clarity and deliver accurate information.
- Liaised with media to develop strong brand presence and secure story opportunities.

08/2015 – 11/2016

### Communications Officer

**Khaliphani Communications** | Johannesburg, South Africa

#### Key responsibilities:

- Khaliphani Communications was a media consultancy company, and during my tenure we provided services to various corporate organizations, including The South African Council of Churches (SACC)

- Motivational leadership style

## PERSONAL CAREER HIGHLIGHTS

- Contributed in World Council of Churches Youth Book Project Movement titled: “[Let the wave roar](#)” in which my paper is titled: “[People living with disabilities in my south African context](#)”.
- Presented at the World Council of Churches 11th Assembly in Karlsruhe Germany.
- Contributed in the World Council of Churches publication “[Health promoting churches handbook](#)” in Chicago Illinois, USA (Volumes 2).
- Presented at the Christian Connections for International Health (CCIH) in Washington DC, USA June of 2023.
- **Pension Trustee** for The Methodist Church of Southern Africa.

## REFERENCES

Professional References:

- [WORLD COUNCIL OF CHURCHES](#) – Dr Mwai Makoka, Program Leader for Health Promoting Churches, +41 76 769 02 89 or [Mwai.Makoka@wcc-coe.org](mailto:Mwai.Makoka@wcc-coe.org)– Program Implementer for the Health and Healing
- [METHODIST CHURCH OF SOUTHERN AFRICA](#) – Mrs. Lwethu Madi +2711 615 1616 or [Lwethu@mco.org.za](mailto:Lwethu@mco.org.za) – Human Resources at The MCSA
- [METHODIST CHURCH OF SOUTHERN AFRICA](#) – Lwethu Madi, Human Resources at The MCSA, +27 72 530 0684 or [Lwethu@mco.org.za](mailto:Lwethu@mco.org.za)
- [SOUTH AFRICAN COUNCIL OF CHURCHES \(SACC\)](#) – Bishop Malusi Mpumlwana, SACC General Secretary, +27 76 041 7244 or [malusi.mpumlwana@icloud.com](mailto:malusi.mpumlwana@icloud.com) – Former Client

- Media Liaison: issuing of all press releases to media, facilitating all media briefings as well as interviews
- Media goodie-pack management (compiling, delivery, follow-ups)
- Oversaw printing and design of brochures, newsletters and articles for distribution to local and international community.
- Tracked data on company image and adjusted strategies to improve results.
- Organized PR events, including open days and business conferences, to interact with other companies and generate new ideas.
- Devised bespoke social media campaigns to target and engage emerging audiences, effectively growing brand reach.

### Key achievements:

- Kaya FM Relay for Mandela Day – We managed media and influencer engagement and planned a special influencer-only gym session at the then new Viva Gym, to prepare them for the relay. We also offered race-day media and influencer support.
- South African Council of Churches (SACC) – Rebranding and relaunching of the SACC (The South Africa We Pray 4 Launch). We were responsible for media, social and digital media, issuing of invitations to key guest, liaised with media and invited them to cover the event, scheduled interviews leading up to the event and after the event.
- South African Council of Churches Event – 40th Anniversary of the June 16 Student uprising – The WCC General Secretary who was in attendance, who was a key church leader in this event, and he met with key Government officials and other religious leaders.

02/2014 – 11/2014

### Marketing Intern

**Printacom Technologies** | Johannesburg, South Africa

### Key responsibilities:

- Social and Digital Media Management, and Web site Management
- Writing of all Thought Leadership Articles
- Media relations
- Coordination of events
- Liaised with stakeholders to identify key sales objectives and devise strategies to achieve goals
- Created customer awareness of goods, services and special promotions with creative advertising strategies.
- Created digital campaigns on social media using Google ads, Facebook ads and other tools.

## EDUCATION

02/2011 – 11/2014

**The University of Johannesburg** | Johannesburg, South Africa

National Diploma in Public Relations and Communications: Public Relations and Communications

## LANGUAGES

**English:** First Language

**Afrikaans:**



Advanced

C1

**German:**



Beginner

A1