

CURRICULUM VITAE

DINKWANYANE KGALEMA MOHUBA (CPRP)

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1. Objective:

Seeking to be a member of SABC Board whereby I could utilise my marketing, communication, public relations, management and leadership, strategic management and corporate governance skills in order to add value to the public broadcaster.

2. Educational Background

- B A Paed (1987), B.Ed(1988): University of Limpopo
- **Master of Business Administration (MBA)** - Regenysis Business School, 2015
- **Management Development Programme (MDP)** - UnisaSBL, 2003
- **Executive Management Programme (EMP)** - Turfloop Graduate School of Leadership, University of Limpopo, 2008
- **Executive Development Programme (EDP)** - University of Stellenbosch Business School, 2013
- **Higher Education Leadership and Management Programme (HEM)**, Wits University, 2010
- Current Studies: **D.COM**, Research Topic: **"Analysis of the effects of Corporate Governance Performance of State Owned Enterprises in South Africa"**

3. Theological Qualifications

- Certificate in Theology, Teamwork Bible College for the Nations, Durban, 2015
- Diploma in Ministry, Teamwork Bible College International, Durban, 2016.
- Currently serving as an Elder of Healing Convention Centre (HCC), Polokwane under the leadership of Bishop Dr A M Mokumo

4. CPD & Skills Development Programmes

- **Certificate Programme in Principles of Public Relations Principles**, 1995/6, Public Relations Institute of Southern Africa (PRISA)
- **Certificate Programme in Community Relations and Development Communication**, 2003, passed with Distinction (Public Relations Institute of Southern Africa)
- **Course in Communication Strategy and Skills**, 2005, The Institute for Advancement of Journalism (IAJ), Johannesburg
- **Executive Course in Project Management**, Graduate School of Public Management and Development, Wits University, Johannesburg
- **Certificate in Community Relations and Development Communications**, Public Relations Institute of Southern Africa (PRISA), passed with distinction and received ROTEK Engineering Award for being Top Student
- **Certificate in Basic Principles of Public Relations**, Technikon SA (now Unisa in collaboration with PRISA)
- **Course in Resources Mobilisation and Fundraising Development**, South African Institute of Fundraising (SAIF), Port Elizabeth
- **Certificate of Competence: Strategic Leadership and Management Development Programme**, ITS Learning and Development Institute- Services Seta No: SLMDP006638/07
- **Corporate Image and Identity** (Branding Management), Knowledge Resources Pty Ltd
- **Course in Copy Editing and Proofreading**, PRISA, Johannesburg
- **Programme in Public Relations Practice**, PRISA, Johannesburg
- **Finance for Non Financial Managers**: Rosebank College
- **Basic Professional Leadership Development Training** in readiness for Managers and Customer Services Employee, Inhouse Training at the then University of the North
- **Creative Writing for the Media**, PRISA, Johannesburg
- **Using website Website as a Marketing and Communication**

Tools (Unitech- now MACE(Marketing Advancement and Communication in Education) and Stellenbosch University

- **Labour Relations** - Chairing Disciplinary Enquiries, Brunel and Associates(Pty) Ltd

5. Employment History

- **Feb 2017 to date;** Appointed Acting Dean of Students, responsible for Student Governance, Student Wellness Centre, Student Housing and Sports Development and Administration, Student Catering Services and Student Representative Council Activities.
- **Sept 2010 to date:** Executive Director - Marketing and Communication , University of Limpopo, contract renewed for another 5 years in 2016
- **August 2009 to August 2010:** Acting Executive Director-Marketing and Communication, University of Limpopo
- **Aug 2006 to December 2007,** appointed as the Project Manager on behalf University of Limpopo for the 51 st Conference of the African National Congress held at the Turfloop Campus
- **Sept 1996 to August 2009,** Director: Development and Public Affairs(currently Marketing and Communication), then University of the North
- **January 1996 to date:** appointed as University Spokesperson
- **01 June 1994 to August 1996:** Senior Public Relations Practitioner: Events Management Development and Public Affairs, of the then University of the North
- **01 January 1993 to 31 May 1994:** Lecturer: Modjadji College of Education,
- **01 January 1989 to 31 Dec 1992:** Junior Lecturer: Modjadji College of Education: the then Lebowa Education Department

6. Composition of the Directorate of Marketing and Communication.

- **Corporate Publications:** Serve as the Managing Editor of the following publications, i.e Annual Reports, The Dawn (by monthly newsletter), Research News, Alumni Magazine ; Orientation Booklet for the first entering students; KeYaka (student magazine); UL Witness (monthly publications),

Accountability(for the School of Accountancy)

- **Media Relations and Advertising:** Press statement, media enquiry, radio and television interviews, media monitoring, general advertising i.e radio, television and newspapers) and online advertising etc)
- **Graphic Design and Branding:** Implementation of the corporate identity manual and safe guarding the brand identity)
- **Events Management and Guest Relations:** public relations activities for the enhancement of the University image, conferences, graduation ceremonies, research excellence awards etc)
- **Student Recruitment and Marketing:** Recruitment of both undergraduate and post graduate students, participating in trade shows locally and regionally, running the career exhibitions with strategic partners, community engagement activities including winter school programmes, and school visitations
- **International Student Recruitment Unit:** Ensuring that University complies with the SADC protocol of 5% composition on the Enrolment Planning
- **Alumni Affairs:** Fostering relations between the University and its alumni for the purpose of the resource mobilisation, and building foundation for the needy, maintaining a regular communication through an established database to keep alumni up breast of their Alma mater's affairs)
- **Convocation:** Enabling convocants to participate in the social functions, and Resource Mobilisation of their Alma Mater and allowing them to be part of the University governance structures as per Statute.
- **Corporate Sponsorship:** Sourcing sponsorship from companies in support of the University programmes including those of the students. Building sustainable partnership with the sponsors for their regular support of UL activities.
- **Website Communication:** Ensuring a viable and informative website that carries all information of the University i.e from Faculties, schools, research units, support units, centres of excellence and primarily intranet that houses University strategic documents and policy directives.
- **Web Development:** Having a competitive webpage backup modern technology to be in par with the communication trends. Sustainable online

applications, conference management systems and storage of the alumni data

- **Management of social media:** Interactive presence with the social media tends and to be extremely relevant with all target markets, to foster instant communication and responses to the existing clients and mostly students of the University and media community.
- **Reprographics:** providing all printing works including all publications and academic support materials
- **Audio Visual Services:** providing audio visual and sound systems to all University functions ; and teaching equipments to support teaching and learning programmes to all forms of students.
- **University Staff Restaurant:** Provision of the hospitality services daily to staff members, and to the workshops and conference delegates at all levels
- **Safety and Security:** Management of the Service Level Agreement between the University and service provider; Compliance in terms Security Regulatory regulations, fostering relations with members of South African Polices Services, Community Policing Forums, and related Security Agencies.

7. Membership in UL strategic and governance committees

- **University's Council:** (Governance Body) as promulgated on the 23 August 2010 and amended in 2017 after the demerger with Medunsa and has been an Executive Management representative since 2009.
- **University's Council's Audit and Risk Committee:** Co-opted to serve after positive contributions and support of the Internal Audit unit in implementations and dealing with Auditing findings timeously
- **University' s Executive Management Committee (EMC):** By virtue of being responsible for University Communications Protocols and managing the security component of the institution, and strategic leadership of frontline, reputation, image and integrity of the university.
- **University's Executive Committee of Senate (ECS):** By virtue of being responsible for all University's Communication Protocols and also value add to the Senate in cession.
- **University Senate:** Highest decision making body of the University in relation to academic matters and and Communication of strategic decisions guarantees

- **University's Senate Research and Publications Committee:** Approval of the research proposals, research funding, research policies, annual reports etc
- **University's Senate Community Engagement Committee:** Determination of community engagements activities impacting on the mission and vision of the University
- **University 's Senate ICT committee:** Review of the information technology infrastructure to support teaching and learning, and ensure optimal technical support to the smooth functioning of the Website)
- **Chairperson of Student Fees Negotiation Team:** Fostering an agreement with Student Representative Council regarding possible fee increment and engagement of the FeeMustFall campaigns
- **University's Financial Aid Committee:** Review of the annual allocations of bursaries, student loans including those of National Students Financial Aid Scheme
- **ULSTF (University of Limpopo Student Trust Fund):** Development of the fundraising programmes , hosting of the Annual Onkgopotse Tiro Lecture and Fundraising Dinner
- **UL Risk Management Committee:** Approval of the Risk Register, Identification of new risks, Approval of risk management policies etc

8. Professional Membership

- Admitted as a Chartered Public Relations Practitioner of Public Relations Institute of Southern Africa(PRISA) in 1997(Membership No: 18618)
- Associate Member of Institute of Directors of Southern Africa (IOD) Membership No (25832761)

9. Board participation

- Chairperson : Mpumalanga , IDC , University of Limpopo Nguni Cattle Development Projects
- former Non-Executive Director: Business Development and Marketing: Endecon Ubuntu Engineering Consultants. Served from 2006 and resigned in 2015 but remains an active shareholder.

- Has business interests in Management Consulting Company, Strategic Partners Africa (Pty) Ltd since 2016
- Member: Edupark Board of Trustees since 2012.
- former Board member of MACE representing Institutions of Higher Learning in Limpopo Province.

10. Community Involvement

Co-opted to serve on the School Governing Body of Pietersburg English Medium Primary School (PEMPS) in 2008, and served two terms as the Chairperson until 2014.

Member of the Organising Committee for the Annual Celebration of King Sekhukhune held in August.

11. International Experience and Exposure

- Received a three month scholarship in 1997 to visit Universities in the Republic of Ireland to gain experience in Marketing, Fundraising, Advertising, Corporate Communications, Public Relations, Funded Research Support Services. Shared experiences with counterparts at University College of Dublin, Michael Smurfit Graduate School of Leadership, Trinity College, St Patrick College- Maynooth and Waterford Regional Technical College. This programme was facilitated by John Wiltshire (former Executive Director: Development and Public Affairs, Unin, and Ms Tara Ryan, an Irish Citizen, former Manager of Edupark and VOTEK).
- Attended FAPRA (Federation of African Public Relations Association) Conference, June, 7-10, 2005 in Nairobi, Kenya entitled, "Unlocking Africa's Potential" and celebrated 30th Anniversary of FAPRA.
- Attended the Inaugural Global Conference of the Association of Commonwealth Universities's Public Relations, Marketing and Communication Network, 17-19 July 2006, Toronto, Canada
- Attended ACU's PR, Marketing and Communication Network Conference entitled, "Changing Times, Changing Markets and Changing Priorities", 24-26 November 2010, Melbourne, Australia
- Attended ACU conference entitled, "Realising Dreams: Personal, Institutional

and Global" , October 2012, Republic of Namibia

- Visited University of Exeter, United Kingdom, to forge collaboration and partnership in the offering of One Planet MBA(Master of Business Administration) with WWF
- Attended International Association of Business Communicators(IABC) World Conference, entitled, " Changing Landscape: Informing the future", 14-17 June 2015, San Francisco, California, USA
- Attended World Toilet Association(WTA) General Assembly in Siem Riep, May/June 2016, Kingdom of Cambodia
- Member of a delegation of the University of Limpopo and Limpopo Department of Health to various University in Milan , Italy to forge collaboration, partnership and exchange programme regarding teaching, learning , research and training to assist medical students for the newly established UL medical school.
- Part of the University delegation that visited University of Antwerp, Belgium as from 16-24 April 2017 and gave a presentation entitled, " University of Limpopo Today.

12. Personal Interest

- Public Speaking
- Programme Director responsibility
- Preaching the Word of God
- Reading Biographies
- Engaging on topical issues
- Dealing with audit matters
- Conflict management
- Dispute resolution
- Project management.
- Reading court judgements
- Stakeholder Management

13. Research Publication

DK Mohuba and K.Govender, (2016), "the merger of historically disadvantaged tertiary institutions in South Africa: A case study of the University of Limpopo", Cogent Business and Management, Volume 3.