**Curriculmn Vitae**

Mayedwa Helman Perhe



**Qualifications:**

National Diploma: Public Relations Management (CPUT) (2007)

B- Tech : Public Relations Management (CPUT) (2008)

MTech Public Relations Management (CPUT 2009) **(Deregister in June 2009)**

**Professional Association:**

Regitered with Public Relations Institute of South Africa (PRISA)

**Contact details:**

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**E-mail:** Mayedwa.Perhe@capetown.gov.za

**Identity number**: 7908015810085

**Citizenship**: South African

**Marital status**: Single

**Drivers Licence**: code 10

**Qualifications & Training**

* **MTech Public Relations with (CPUT )(2009 DEREGISTER IN JUNE).**
* **Bachelor of Technology in Public Relations Management (2008),** The Cape Peninsula University of Technology (CPUT), major subjects include: Public Relations 4, Communications Science 4, Media studies, Management Practice and Research Methodology.
* **National Diploma in Public Relations (2007),** The Cape Peninsula University of Technology (CPUT), major subjects include: Public Relations, Communications Science and Media studies. This was a 3 year full time programme.
* **Multimedia only first year (CPUT 2003)** Multimedia Skills, Multimedia Equipment, Multimedia Application.

**Areas of Specialisation**

* Media Liason
* Press release, writing and co-ordination
* Development and implementation of communication strategies
* Social media strategies development, cordination and management.
* Stakeholder engagement and project communication.
* Media monitoring
* Events co-ordination, Campaigns and programmes management

**Overview**

After matric in 1998, Mayedwa deciced to take some few gap years then erolled for **Multimedia Technology** at CPUT Bellville campus in 2003 where he only did first year.

A year later (2004) Mayedwa enrolled for a 3 year **National Diploma Public Relations Management** at the Cape Peninsula University of Technology. While doing third year in Public Relations, Mayedwa secured a 9 months contract inservice as **Public Relations/Marketing Assistant** at City Of Cape Towns emergency services (**107**) doing the the following duties:

Promoting the Emergency number through various mediums, local radio stations, newspapers and community exhibitions. Interacting with the community and learners through the public education and awareness programs. Linking and networking with service providers in the emergency services field. Liaising with public/clients concerning various requests. Keeping record of all public education events/activities of Department, writing newsletters organizing exhibition and special events.

In August 2007 Mayedwa got a permanent post as **PA/Promotion** **Officer** for City of Cape Town Health department doing the following duties:

Initiating or participating in awareness campaigns e.g. World TB Day, World HIV/AIDS Day, World Anti-Tobacco and Youth Day.

Collaborating with other departments and organizations operating within the Sub-District with regards to preventative programs for youth e.g. Sports and Recreation, Community Development and Libraries.

Mentoring and evaluating health promotion talks/presentations done by community health workers and designated health promotion representative of the facility.

Assisting the health facility staff with organizing, planning and implementing of health promotion outreach projects in the designated community. Submitting records of daily health promotion talks done at the facilities.

In December 2007 he successfully completed his **National Diploma in Public Relations** and following year enrolled for B-Tech in Public Relations at Cape Peninsula University of Technology which he completed at the end of the year (2008). Again following year 2009 Mayedwa enrolled for **Master Degree in Public Relations (MTech**) which he deregistered in June same year(2009).

In February 2009 Mayedwa got post at the City of Cape Town’s Solid Waste Management department as an **Assistant Professional Officer** specializes in Marketing and Public Relations for the department doing the following duties:

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| Development of public awareness, education, communication strategies, marketing strategy and crisis management plan for the department. Develops and manages multi-faceted campaign to inform people on various aspects of the business  **Project Management**  **Manages Zibi campaign**  **Zibi** (Solid Waste Mascot) helps fight the reckless temptation to litter, promote recycling and be hard on dumpers who are not complying with the law.  **“Think Twice” Recycle Your Waste Paper Project**  Project coordinating and communicating the City’s “Think Twice – Recycle Your Waste Paper” project via city’s electronic and print mediums  **Branding of the following**  Promotional Material  City’s Drop off facility’s  Transfer Station  Department’s vehicle  **Project Planning**  Researching and writing of strategies for various stakeholder programs  Identifying of communication challenges and opportunities, liaison between internal and external structures (NGO, FBO, Commerce, etc.).Creating new partnerships with internal and external stakeholders | |
| **Internal education strategy & implementation for staff** | |
| Identifying relevant mediums/flows of communication | |
| Project coordination communication of multiple projects within City boundaries | |
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**Stakeholder engagement:** Initiating and maintaining internal and external partnerships **.**Clear understanding of the City’s public participation process**.** Internal & external outreach and public awareness programs

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| Marketing & Packaging of information for various target markets Planning, developing, implementing & monitoring /evaluating projects. Identify interested vs. affected partners for various programs |
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| **Monitoring and evaluating of**: |
| * existing & new strategies |
| * information dissemination (communication) |
| * interface with public organs |

* **Network Outreach**: Responding to information on request for information on Solid Waste Management and Waste minimization. Reaching out to existing networks, such as NGO’s Schools, education Bodies, Industry and commerce, Waste wise partners and reach out to new networks that enhance public awareness and education etc.

Mayedwa currently holds this position of Assistant Proffessional Officer/Public Awareness and Education Officer for the City of Cape Town’s Solid Waste Department(Specialises in Marketing and Public Relations)

**Refferences**

**Name of Referee:** Mcebisi Johnson Fetu

**Name of company:** Department Of Health

**Position at Company:** HR Manager

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**Name of Referee:** Estelle-Mare le Keur

**Name of company:** City Of Cape Town Emergency Services: PECC

**Position at Company:** Head: Service Quality

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Name of Referee: Jameyah Armien

Name of Company: City of Cape Town

Position at company: Assistant Professional Officer, Public Awareness, Communication and Education

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**Name of Referee:** Leander van Oordt

**Name of Company:** City of Cape Town

**Position at company:** Head: Public Awareness, Communication and Education

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