

SHARON C MFANTA

PUBLIC RELATIONS | GOVERNMENT COMMUNICATIONS

CONTACT

068 171 8329

sharonchristophina@gmail.com

Springbok & Johannesburg

SKILLS

- Public Relations & Media Liaison
- Stakeholder Engagement & Relationship Management
- Public Participation & Community Engagement
- Government Communication
- Intergovernmental Relations (IGR)
- Event & Project Coordination
- Policy & Research Communication
- Public Education & Awareness Campaigns
- Digital Media Management
- Report Writing & Business Writing
- Graphic Designing

EDUCATION

1. Master of Philosophy in Multilevel Government and Local Government

University of the Western Cape - In Progress

Local Government, Multilevel Government, Constitutional Practice, Rule of Law & Good Governance, Research

2. Bachelor of Honours: Development Studies

University of the Western Cape

Development Economics, Community Development, Social Policy, Research

3. Bachelor's Degree: Social Sciences

University of the Western Cape

4. National Senior Certificate

LEAP Science & Maths Schools

LANGUAGES

- English
- Afrikaans
- IsiXhosa
- IsiZulu

PROFILE

Public Relations and Government Communication professional with over five years of experience leading stakeholder engagement, public participation, and strategic communication across government and research environments. Skilled in building collaborative relationships, translating complex information into accessible public messaging, and coordinating communication initiatives that strengthen public awareness, institutional credibility, and community engagement. Experienced in developing communication strategies, managing stakeholder relations, advising leadership, and supporting intergovernmental collaboration to deliver meaningful public outcomes.

WORK EXPERIENCE

Marketing & Communications Intern

Aligning Strategy

2019 | 12 Months Contract

As a Marketing and Communications Intern at Aligning Strategy, I supported the communication and marketing efforts for the organization and the high-level executive coaching and business turnaround interventions led by Godfrey O'Flaherty. My role involved drafting marketing plans, assisting in communication strategy development for client organizations, and managing the internal and external communications of Aligning Strategy.

- Created engaging and informative content for various communication channels, including newsletters, social media, press releases, and the company website, to effectively convey key messages.
- Supported the project management process for the strategic implementation plans, coordinating with cross-functional teams to ensure timely and efficient execution of communication activities.
- Conducted market research to gather insights on industry trends, competitor activities, and audience preferences, informing the development of targeted communication and marketing strategies.
- Assisted in planning and organizing events, workshops, and seminars aimed at showcasing the success of turnaround strategies.

Communications & Marketing Officer

PNTL Consultants

2020 - 2021

As a Communications Officer at PNTL Consultants, I was responsible for managing and executing communication strategies to support the company's corporate and project finance solutions. My role involved promoting PNTL's offerings across key sectors and enhancing the company's visibility through effective communication practices.

- Created engaging content for various communication channels, including press releases, newsletters, social media, and the company website, ensuring consistent and clear messaging.
- Conducted market research to identify trends and opportunities, informing communication strategies and business development efforts.
- Built and maintained relationships with clients, partners, and key stakeholders, ensuring consistent communication and supporting the successful delivery of strategic communication initiatives.
- Assisted in planning and coordinating stakeholder engagements, corporate events, and client meetings, providing communication support and ensuring effective execution of engagement activities.

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EXPERTISE

- **Strategic Communications & Institutional Positioning:**

Lead integrated communication strategies aligned with policy frameworks and organisational priorities.

- **Public Relations & Reputation Management:**
Manage media relations and public engagement initiatives to enhance brand credibility and stakeholder trust.

- **Digital & Campaign Strategy:**
Execute multi-channel campaigns that strengthen visibility, engagement and institutional reach.

- **Stakeholder & Community Engagement:**
Coordinate public participation and stakeholder engagement initiatives across government and development contexts.

- **Government & Policy Communication:**
Ensure alignment with provincial and municipal governance frameworks and regulatory standards.

- **Content & Narrative Development:**
Produce clear, compelling and audience-specific communication across digital and traditional platforms.

PROFESSIONAL HIGHLIGHTS

- **500+ stakeholders engaged** across government, municipalities, research institutions, industry, and communities.
- **20+ public participation, stakeholder engagement, and public education initiatives** successfully coordinated.
- **20+ strategic communication and stakeholder engagement plans** developed to support organisational and government priorities.
- **50+ media releases, speeches, reports, popular articles and public communication materials** produced for government and public sector institutions.

WORK EXPERIENCE

Part-time Social Media & Communications Strategist

African National Congress

2021 - 2022

As a Communications Strategist at the provincial level, reporting to the Head of DCIP, I developed and implemented strategic communication initiatives to strengthen public awareness, stakeholder engagement, and public participation. I translated government policies, programmes, and public information into accessible communication campaigns and messaging, ensuring consistency across speeches, newsletters, websites, and other communication platforms. I collaborated with government departments and Regional Communication Heads to coordinate communication efforts and support informed citizen engagement across the province.

- Conducted research to inform communication strategies, public participation initiatives, and evidence-based messaging aligned with government priorities and community needs.
- Developed and implemented public education and awareness campaigns by translating government policies, programmes, and public information into clear, accessible content that encouraged citizen engagement and participation.

Field Research Coordinator

Human Sciences Research Council

2021 - 2022

Project: National Food Security & Nutrition Survey

As a Field Research Coordinator for the National Food Security and Nutrition Survey at the Human Sciences Research Council (HSRC), I led field research activities that informed national policy development on food security and nutrition. I supervised data collection teams, coordinated field operations, ensured compliance with research standards, and maintained the quality and integrity of research data across communities.

- Coordinated community engagement activities and served as the primary liaison between research teams, project coordinators, and participating communities to facilitate effective data collection.
- Prepared progress reports, monitored field performance, and provided evidence-based insights to support project planning, reporting, and policy development.

Public Relations Officer

Namakwa District Municipality

2022 - 2025

As the Public Relations Officer at Namakwa District Municipality, I led strategic public relations, stakeholder engagement, and public participation initiatives across the district. I coordinated regional communication programmes, advised leadership on stakeholder engagement, and worked closely with provincial government, local municipalities, and community stakeholders to strengthen collaborative governance and ensure effective public communication.

- Developed and implemented strategic public relations and communication plans aligned with municipal priorities, government programmes, and community needs.
- Coordinated district-wide public participation initiatives and stakeholder engagements, strengthening relationships between the municipality, communities, government departments, and strategic partners.

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PROJECTS & STRATEGIC INITIATIVES

- **Executive Mayoral Education Drive:**

Led strategic communication and stakeholder engagement for the Executive Mayoral Education Drive, coordinating public participation initiatives and partnerships that improved learner support and community access to educational opportunities.

- **2024 Civic Education & Provincial and General Elections**

Coordinated civic education and public awareness initiatives that promoted democratic participation, voter education, and collaboration with provincial communication structures.

- **G20 MACS**

Led communication planning and stakeholder engagement to support South Africa's G20 agricultural priorities, translating technical information into accessible public messaging and strengthening institutional visibility.

- **ARC Agricultural Innovation Initiatives (Agroecology, Weather Risk, DivAgri)**

Coordinated public participation communications, media liaison, and stakeholder engagement in partnership with environmental and research entities. Supported event branding, digital coverage, and institutional visibility.

REFERENCES

Carey Moraladi

Director: Digital Communications

Norther Cape Provincial Government
067 417 3649

Thabo Mothibi

Department of Communications, Information & Publicity
074 490 4927

Joslyn Cloete

Namakwa District Municipality
083 382 1491

Manoshi Mothapo

Agricultural Research Council
073 162 2332

- Supported quarterly Intergovernmental Relations (IGR) forums by preparing reports, recording proceedings, and developing communication strategies that strengthened collaboration between provincial government, the district municipality, and local municipalities.
- Coordinated the regional implementation of provincial communication and public participation programmes across the Namakwa District, ensuring consistent messaging and effective collaboration between provincial and local government.
- Advised municipal leadership on stakeholder engagement strategies, communication planning, and public participation initiatives to strengthen transparency, community involvement, and institutional reputation.
- Planned and coordinated events, community engagements, public awareness campaigns, and stakeholder forums involving government departments, community organisations, businesses, and residents.
- Managed media relations and crisis communication, ensuring accurate, timely, and transparent communication during service delivery matters, emergencies, and municipal initiatives.

Public Relations Officer

Agricultural Research Council (ARC)

May 2025 – Present

As the Public Relations Officer for the Agricultural Research Council's Institute for Soil, Climate and Water, I lead strategic public relations, stakeholder engagement, and public communication initiatives that strengthen collaboration between researchers, government, industry, farmers, and communities. I serve as the Institute's communication liaison, supporting public accountability, knowledge sharing, institutional visibility, and the effective dissemination of research that addresses national and regional agricultural challenges.

- Developed and implemented strategic public relations and communication plans aligned with organisational priorities, government frameworks, and stakeholder needs.
- Managed stakeholder engagement and media relations across national, provincial, and local platforms, strengthening institutional visibility and collaborative partnerships.
- Coordinated exhibitions, public education initiatives, Farmer's Days, and stakeholder engagement events to promote knowledge exchange and public participation.
- Translated scientific research into accessible public information, supporting informed decision-making among farmers, communities, policymakers, and industry stakeholders.
- Coordinated communication for research and innovation projects addressing agricultural challenges, including climate resilience, sustainable farming, soil health, and food security.
- Managed communication responses to stakeholder enquiries and emerging issues, providing practical communication solutions that strengthened public trust and institutional reputation.
- Supported the planning and delivery of awareness campaigns that increased stakeholder understanding of climate-smart agriculture, agroecological practices, and emerging agricultural technologies.
- Worked closely with researchers, government departments, municipalities, universities, commodity organisations, and industry partners to strengthen collaboration and maximise the impact of research initiatives.