



CONTACT

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SKILLS

Canva
Vensim
MS Office suite
HTML
WordPress
Drupal 7 web CMS
InDesign, Photoshop, WordPress

EXPERIENCE

Stakeholder relations
Strategy development
Corporate communications
Brand communications
Event management
Budget management
Management of cross-functional teams
Corporate sponsorships
Reputation management

LIBO MSENGANA-BAM

Deputy Director, UCT Development and Alumni Department

EDUCATION

Bachelor of Social Science Majoring in Psychology and English, University of Cape Town, 2010

Bachelor of Social Science (Honours), University of Cape Town 2013

Executive MBA, University of Cape Town 2022 (Cum Laude)

WORK EXPERIENCE

Deputy Director: UCT Development and Alumni Department (March 2017 – present). Initial role was that of Head: Alumni Relations

Alumni mobilization, strategy development:

- Providing strategic leadership and developing and implementing an iterative strategic plan for a national and international alumni engagement with objectives, timelines, and routine assessment.
- Developing strong volunteer networks working with key individuals to support UCT's engagement strategies, identifying and co-opting individuals for the alumni volunteerism programme (chapters, affinity clusters and special interest groups).
- Building alumni affinity amongst UCT's global alumni community both nationally and internationally.
- Building internal and external partnerships to support engagement strategies. Working with communication, marketing and alumni engagement practitioners across Faculties and departments
- Management of annual budgets associated with alumni relations programming and communications, covering national and international activities.

- Managing the University's relationship with Convocation, working closely with the Executive Committee of Convocation ensuring strong and productive relationships between its members and the academic and administrative leadership; serve as the secretariat of Convocation.
- Working with the UCT boards and volunteer cohorts established around the world, providing support on fundraising and engagement initiatives to ensure the amplification of DAD work across key territories (North America; Canada, Australia and the United Kingdom).
- Continuous benchmarking: liaising with counterparts at peer institutions to ensure that the University's alumni relations and stakeholder engagement programming aligns with best practice
- Providing support to members of the university's senior leadership team - including the Vice-Chancellor and Deputy Vice-Chancellors; Deans and Heads of Departments. Capitalizing on their travel to stage opportunities for them to meet with UCT stakeholders (alumni and donors) abroad.
- Regular and highly personalised contact with key alumni who may become key volunteers, donor prospects for the university, those involved in international groups and those managing their own informal reunions and/or existing donors and good friends of the University.

Donor and alumni communication:

- Developing and implementing a comprehensive communication strategy and programme for the Development and Alumni Department – ensuring support for all alumni engagement and fundraising activities utilizing communication channels and platforms. This includes drafting high quality written communication pieces (Talking points for the executive; speeches; news pieces for website and print publications)
- Editorial responsibility for the department's flagship publications such as the annual *UCT Alumni News Magazine* and *The UCT Graduation Booklet*.
- Identifying new ways to communicate and effectively reach specific segments of the UCT alumni community including alumni from under-represented cultural groups and international students.
- Developing and executing a digital and social media strategy for the Development and Alumni Department using current digital tools and channels. Identifying new opportunities for leveraging social media to support a segmented engagement strategy.
- Line management and budget control for alumni engagement and DAD communication portfolios

Communication, Marketing and Alumni Manager: UCT Faculty of Humanities (March 2011 – March 2017)

- Preparation of communication materials: digital magazines,

e- mailers; print and electronic publications; brochures and other resources for use in the recruitment of undergraduate and postgraduate students.

- Preparation of marketing material for recruitment expos such as the annual UCT Open Day and Orientation events; external student recruitment exhibitions. Editorial responsibility for *Humanities Update*, the Faculty's annual alumni electronic magazine
- Internal communication: develop multimedia tools / channels to facilitate internal communication with Humanities staff members (video clips; monthly branded e-mailers)
- Development of digital / print campaigns targeted at prospective and/or current students
- Production of stakeholder communication including letters, notices and circulars from the Office of the Dean
- Faculty events: public panel discussions; Dean's events; student career networking and alumni events; Faculty guest lecture series; Inaugural lectures and coordinate visiting delegations for the Dean's Office (international and local)
- Development and delivery of a comprehensive marketing and communications strategy, providing strategic guidance to the Dean on communication and marketing matters
- Proactive media engagement including responding to media queries; issues monitoring and identify viable stories for press coverage.
- Arranging annual Faculty spokesperson training workshop for academic Heads of Departments (including training material)
- Digital media: domain administration of the Faculty website, including content management; maintenance of a Faculty photographic library (regular campus photo shoots)
- Friend-raising: working with the Dean to promote the activities of the Faculty amongst external audiences in order to raise its profile and assist in achieving strategic fundraising objectives.
- Affinity building: identifying opportunities for creating and sustaining alumni relations within and across the Faculty of Humanities
- Budget management of the Communication, Marketing and Alumni portfolio

Reporting Structure: Dean of the Faculty of Humanities

Reason for leaving: recruited to the Development and Alumni Department

Corporate Social Investment Manager, Internal and External Communication Manager roles at British American Tobacco South Africa (February 2002 – October 2005)

External Communications Manager:

- Developing an annual media strategy
- Developing external communications strategies in support of the company's various business units, their initiatives, products and services
- Reputation management: monitoring activities, issues and commentary potentially affecting the organization's reputation
- Production of external communication materials and initiatives, including written material, electronic communications, and

presentations for the Executive Director

- Managing corporate advertorial and editorial campaigns
- Management of the corporate website (editorial content)
- Media liaison: compilation of press releases, Q&A's, media briefing packs
- Conducting spokesperson training and, when necessary, act as a company spokesperson
- Identifying media opportunities and/or channels to promote and support the company's business units as well as company-wide initiatives.
- Coordinating global communications workshops for BATSA when hosted in South Africa

Internal Communications Manager:

- Developing strategic employee engagement strategy, tactical plans and initiatives for a diverse employee base of 2,500.
- Management of the corporate intranet, production of corporate presentations, internal publications (employee newsletter, information sheets and monthly presentation deck),
- Management of BATSA's multi-media communication platforms. Including measurement and evaluation systems to demonstrate success and identify areas for improvement.
- Production and editing of a 28 page Internal publication for an extremely diverse employee base ranging from factory personnel to senior management
- Production of quarterly employee video detailing company performance and business initiatives (VNR).
- Staging employee events which include: MD's Annual roadshow, annual MD wards event, Community Outreach day events, regional communications workshops and presentations
- Generation of all internal communications mediums and tools leveraging multi-media platforms
- Cross-functional support for all internal marketing initiatives and internal awareness campaigns in support of the company's brands
- Conducting annual employee survey with contracted research agencies
- Management of relevant external agencies, consultants and suppliers
- I was promoted to the position of External Communications Manager

Group Corporate Social Investment (CSI) Manager:

- Responsible for the disbursement of an annual CSI budget. At the time, BATSA's CSI programme was designed to promote and demonstrate the company's corporate citizenship and provided a platform through which the company could engage positively with local communities, BATSA employees as well as political and media stakeholders.
- My role involved project identification, research, assessment and budget allocation.
- Responsibility for managing some aspects of the company's internal communications programme, leveraging CSI activities to dovetail with internal communications channels.
- I was subsequently promoted to the position of Internal Communications Manager.

Reporting Structure: Senior Corporate Affairs Manager, Corporate and Regulatory Affairs

Reason for leaving: I enjoyed my tenure with British American Tobacco South Africa and gained tremendous experience in both Corporate Social Investment and Corporate Communications within a multinational FMCG. I left to assist my husband in his business as well as to complete my tertiary studies at UCT.

Hospitality Coordinator, Cadiz Asset Management (November 2001 - January 2003)

- Event management: co-ordination of all corporate events (internal and external) and management of annual events budget (R2 million).
- Coordination of the Cadiz Holdings group annual events calendar including corporate hospitality at sporting events (J&B Met)
- Internal Communications: management of communication channels: production of the internal newsletter, co-ordination of information-sharing library and common-knowledge software. This including content updates, design and layout of the corporate intranet.
- Corporate Social Investment: coordination of a limited annual CSI budget allocation
- Administration of the company's corporate gifts and promotional items.
- Media monitoring: monitoring and sharing of daily coverage for internal distribution

Reporting Structure: Marketing & Communications Manager

Reason for leaving: Career advancement

M-Web Holdings (November 2001 - January 2003)

Internal Communications Officer:

- The production of a bi-monthly internal newsletter for M-Web employees
- Development of the Corporate Intranet: content, layout & design
- Liaison with agencies on communication material/ campaign products (posters, pamphlets)
- Implementation of an internal communications strategy and campaigns – including employee audits
- Development of internal communication tools and channels (road shows, campaigns)
- Assistance with product launches, presentations and visiting delegations
- Manage the CSI and sponsorship programme for M-Web's Public Relations Department
- Coordination of corporate promotional items
- Media Monitoring of daily media coverage

Corporate Social Investment Officer:

- Assist in the management of all CSI projects
- Liaison with PR and design agencies regarding school sites

and launch events

- Co-ordination of all CSI launch events and accurate administration of CSI budgets
- Administration of sponsorships requests, correspondence and proposals
- Ongoing supervision of all CSI projects including regular visits to sites
- Supervise the M-Web Cyber Café at Parliament – including onsite M-Web employee
- Community liaison: between M-Web CSI department and external clients in the community – this involved regular travel to the sites and attending community meetings

Reporting Structure: CSI Manager; Corporate Communications Manager

Reason for leaving: I left in order to further my career

Additional employers:

- Quest Personnel: Recruitment Consultant (January – December 1997)
- Metropolitan Life: Marketing Assistant (May – December 1996)
- Southern Life: Admin Officer (November 1993 – April 1996)

BOARD MEMBERSHIPS

- Trustee on the board, UCT Retirement Fund (2024 – present)
- Chair of the board, Denis Goldberg Legacy Foundation (2023 – present)

REFERENCES

Available upon request.
