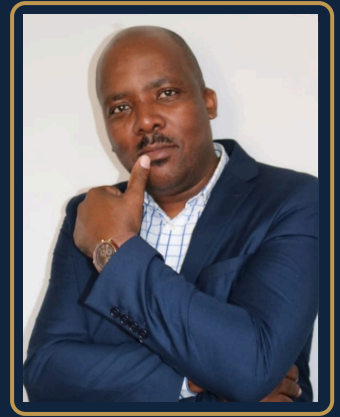


EXECUTIVE PROFILE

JONGILANGA WILLIE MGCINA

STRATEGIC COMMUNICATIONS / STAKEHOLDER RELATIONS

Head of Communications | Umzimkhulu Local Municipality



EXECUTIVE SUMMARY

Jongilanga Willie Mgcina is a communications, marketing and stakeholder management professional with more than 25 years of experience spanning commercial management, electoral administration, further education and local government. Since 2012, he has served as Head of Communications at Umzimkhulu Local Municipality, where his portfolio includes media liaison, municipal spokesperson duties, corporate branding, stakeholder relations, social facilitation and public participation.

LEADERSHIP VALUE PROPOSITION

A cross-sector leader who combines commercial marketing and regional management experience with public-sector communication and community engagement. His work centres on strengthening institutional credibility, building productive stakeholder relationships and translating organisational priorities into clear public communication.

AREAS OF EXPERTISE

- Strategic and institutional communications
- Media liaison and spokesperson services
- Stakeholder and community engagement
- Corporate reputation and brand positioning
- Marketing and relationship management
- Public participation and social facilitation
- Regional and operational management
- Institutional representation

CAREER & STRATEGIC OUTLOOK

Experience across business, public institutions and community-facing leadership

SELECTED CAREER TIMELINE

● 2012 - PRESENT

Head of Communications

Umzimkhulu Local Municipality

Municipal communications, media relations, brand management, stakeholder engagement and public participation.

● 2007 - 2012

Stakeholder & Marketing Manager

Esayidi TVET College

Institutional marketing, stakeholder relationships and organisational visibility.

● 2004 - 2007

Election Coordinator

Electoral Commission of South Africa

Electoral coordination, public engagement and stakeholder administration in the Eastern Cape.

● 2002 - 2004

Assistant Regional Manager

Ellerines Group

Regional operations and management in the retail sector.

● APPROX. 2000 - 2002

Sales / Provincial Sales & Marketing Manager

Pro-Furn Group (Protea & Barnetts Furnishers)

Sales and marketing responsibilities across the Eastern Cape and parts of KwaZulu-Natal.

● EARLY CAREER

Customer service, hospitality & retail roles

Kokstad

Experience in security, hotel management, customer service and sales.

STRATEGIC AMBITION

To help position Africa as a credible, competitive and attractive destination for investment, trade, tourism and strategic partnerships. His interests include international investment promotion, economic development communication, public-private collaboration and continental brand positioning.

EDUCATION

Matric | Hlangwini High School, Matatiele | 1996

Professional growth through extensive practical and managerial experience.