

Ford appoints Londeka Mkhize as new social media lead

Ford Motor Company has named Londeka Mkhize its new social media lead for South Africa.



Source: Supplied

In this role, Mkhize is responsible for all strategy and implementation of Ford's social media communications. She takes over from Vusi Mbatha, who has moved into a new role as dealer development manager within the marketing department.

Mkhize has more than nine years of experience working in the communications sphere with a focus on social media and has mostly worked for advertising and social media agencies handling corporate client accounts.

She has already been associated with Ford, having previously managed the company's social media channels for the Sub-Saharan Africa region when Meropa Communications had the account and has gained extensive knowledge in online media, crisis management, stakeholder engagement, live events coverage and data-led social strategies.

"We are delighted to have Londeka joining our communications team to manage Ford South Africa's extensive social media portfolio," says Minesh Bhagaloo, general manager of communications. "Her previous experience with Ford and other top corporate clients will be invaluable as we expand our reach in this digital era."



Ford names Shawn Govender manager of Struandale Engine Plant

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Londeka has been transitioning into the role since the beginning of April with Vusi's much-valued input while doing his new job. However, with the current Covid-19 lockdown and remote working arrangements it has been a somewhat an unconventional start, which she has fortunately taken in her stride. We look forward to working even more closely with Londeka once we all eventually return to the office environment," says Bhagaloo.

Mkhize graduated from the University of Cape Town in 2011 with a bachelor of social science degree, majoring in public policy administration and industrial sociology. "These qualifications have been of great benefit in interpreting and understanding the role of social media in society, and for business," she explains.

In 2019 she won an industry award for the Best Agency Community Engagement Manager at the New Generation awards. She also worked on an award-winning campaign called InstaMine for Anglo American, which received the ABC Gold Quill Award for Social Media Excellence 2019 and two Gold Awards at the New Generation awards for Best Use of Technical Innovation and Mobile Marketing Excellence.

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