

Rita Stockhowe
Communication, Public Relations and
Advocacy Advisor

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Summary

Over the past seventeen years I have specialized in communication for development, public & donor relations, advocacy and social mobilization. I am driven by the challenges of the day-to-day work with culturally diverse teams and tasks.

I have worked in a wide range of communication services, such as media relations, campaign development, social marketing and graphic design. I have extensive experience within the development sector and have worked for non-governmental, governmental as well as corporate organizations. Furthermore, I have gained considerable experience in training, facilitating and event management.

Some of my personal strengths are my ability to provide organizational leadership, initiate partnerships, pay attention to details and my professional understanding of communication needs of diverse stakeholders.

Education

- 1996 - 2002 MA in culture- and media education,
University of Applied Sciences Merseburg, Germany
Major in cultural management
Thesis: "Images of Fertility in Indian Theatre"
- 1994 - 1996 Bachelor of Education (B.Ed.), Martin Luther University Halle/S.,
Germany, *Focus: international education*
- 1982 - 1994 Abitur, equivalent to Matric (with University Exemption)

Recent professional development

- 2016 Digital marketing, Social Media for business, Search Engine
Optimization (SEO) etc. courses (global webinars & Lynda)
*Keeping abreast with new developments in the communication field
via online learning platforms*
- 2015 Salesforce administration training (Connect Consulting)
*Implementation of Salesforce data-base as PMHP's donor relations
platform*
- 2014 Wordpress webmaster course (Swarm Digital)
*From development to management of mobile friendly, responsive
Wordpress sites (output: www.pmhp.za.org)*

Work Experience Current

- 2017 – today **University of Cape Town (UCT), South Africa**
Media Liaison consultant at the Communication and Marketing
Department
- 2014 – today **University of Cape Town (UCT), South Africa**
Communication, Advocacy and Policy Development officer at the
Perinatal Mental Health Project (PMHP)

Work Experience

- 2012- 2013* **Communication and Advocacy Consultant for German Development Cooperation (GIZ), Afghanistan**
Afghan Media research and liaison, media campaign development, event management, implementation and monitoring of GIZ's communication strategy
- 2010 - 2012* **Triangle Consulting, Afghanistan (Company Owner), Afghanistan**
Communication and Advocacy Advisor for various clients
Communication & Advocacy advisory and research services for Clients such as UNFAO, FES and GIZ & Advisory Services in the field of donor relation for various local companies and NGO's
- 2009 - 2010* **German Development Services (DED), Afghanistan**
Communication coordinator for the implementing organization of the German Government
- 2008 - 2009* **UN World Food Programme, Bangkok (Thailand)**
Donor Relations Consultant: Preparation and implementation of regional and global private sector fund raising campaigns, including preparation of proposals and beneficiary reports
- 2007 - 2008* **FCCS Foundation for Culture and Civil Society & DED - German Development Services, Kabul (Afghanistan)**
Project management, drama & conflict transformation trainer
Consultant: coordinated an anti-narcotics mobile theatre project
- 2006 - 2007* **ISPP - International School of Phnom Penh, Phnom Penh (Cambodia)**
Communication, project management
School & Community Relations Coordinator: produced different school publications, developed the school website and organized events
- 2006* **GTZ - German Technical Cooperation, Phnom Penh (Cambodia)**
PR Consultant
InfoDesign: produced communication material (print) and developed template for all GTZ Cambodia publications
- 2005* **Aïna - media centre & DED - German Development Services, Kabul (Afghanistan)**
Gender & media development Consultant
Established a gender department within the organization, developed strategies to promote gender sensitive media and initiated a gender & media development network
- 2004* **Goethe Institute, Kabul (Afghanistan)**
Cultural development/ communication consultant
Assistant to the Director of the First International Theatre Festival in Afghanistan, oversaw information management and media relations
- 2004* **Mediothek – media training center, Kabul (Afghanistan)**
Consultant: implemented the overall communication strategy, and created a corporate identity for 5 different community centers

Work Experience Continued

- 2003 - 2004 **BKJ, ministerial association for culture and youth education, Berlin (Germany)**
Project manager: Promoted volunteering in culture for the "Voluntary Cultural Year in Germany" Initiated and managed nationwide volunteer campaigns
- 2002 **Goethe Institute, Calcutta (India)**
Director and Project Manager
Images of Feminity - dance & theatre production
Director: conceived of and managed an Indo-German dance and theatre performance, including information management, media relations and fundraising.

Training experience (selection)

- 2006 - 2007 International School of Phnom Penh, (ISPP) Cambodia
IT and Design software courses for students and teachers
- 2004 Mediothek for Afghanistan, Afghanistan
Workshops on strategic planning and marketing for staff
- 2003 Initiative Free Press, (IFP), Afghanistan
Curriculum development for journalist trainings
- 2003 - 2004 German association for cultural youth education (LKJ), Germany
Workshops on media reception and use of media

Professional development (continued)

- 2004 Training in organizational development, consulting expertise, community based development and peace building
Various courses by DED – German Development Services & Inwent
- 2003 Marketing- and Fundraising for nonprofit-organizations courses
*Training by Mario Nantscheff, Marketing Consultant
Highlighting: marketing communication, Acquisition, Benchmarking, Fundraising*
- 1999 - 2000 Media Training – 'train the trainer' program - Video editing and Graphics
by the Federal Media Institution of Germany (LMA)

Software Skills

MS Office (Word, Excel, PowerPoint), **Graphics** (Adobe Creative Suite, Freehand), **WebDesign** (HTML basics, Content Management Systems), **Video editing** (Adobe Premier, Final Cut Pro), **Database** (Access, Salesforce)
Experienced and up-to speed with all **Social Media** platforms & online fundraising

Languages

German: Native proficiency **English:** Full professional proficiency **Dari:** Limited working proficiency **Russian:** Elementary proficiency