

Rita Stockhowe  
Communication for development,  
Public Relations and Advocacy

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## Summary

Communication for development consultant with 18+ years experience in conceptualizing, creating and delivering original multimedia content and strategies to support narratives, social media, and all internal/external communications needs.

Experience in communication and advocacy within the United Nations system, international development agencies such as the GIZ and other non-governmental organisations in Asia and Africa. On the ground advocacy, training, facilitation and event management experience in high-risk context (Afghanistan and South Africa). Extensive experience driving and implementing creative educational and fundraising campaigns.

Able to work independently with a strong sense of team-work and an intercultural understanding of communication needs of diverse stakeholders. Ability to travel worldwide.

## Education

- 1996 - 2002 Applied Media and Cultural Studies (M.A.)  
University of Applied Sciences Merseburg, Germany  
*Major in cultural management and marketing*  
*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)

## Professional development *Recent*

- 2018 Social Media in Higher Education (UCT one-day workshop)
- 2018 Think Future Decoding Behaviour Change (Innovation Edge one-day workshop)
- 2016 - 2017 Digital marketing, Social Media for business, Search Engine Optimization (SEO) etc. courses (global webinars & UCT 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 ([www.pmhp.za.org](http://www.pmhp.za.org))*

## Consulting Experience *recent*

- 2017/2018 **World Maternal Mental Health Day, Global campaign**  
Communication manager  
Social media, multi-lingual website development, implementation and maintenance (<http://wmmhday.postpartum.net>)

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 consultant at the Perinatal Mental Health Project (PMHP)

Work  
Experience  
*previous*

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

## Work Experience *continued*

- 2004 **Mediothek – media training center, Kabul (Afghanistan)**  
Consultant: implemented the overall communication strategy, and created a corporate identity for 5 different community centers
- 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 *selection*

- 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