



Candidate Profile



MaQueen Motuba
Communications Manager,
Branch Banking
First National Bank



Academic Credentials

MaQueen Motuba graduated from Wits University with a Bachelor of Arts degree in Media Studies in 2004. In 2005 she obtained a Certificate in Brand Building Principles from Vega School of Advertising. She is currently completing her Honours degree part-time at the University of the Witwatersrand. Her research paper aims to critically analyse how selected newspapers and broadcast media represented the female accuser in the alleged rape case involving former South African Deputy President Jacob Zuma.

Through this, her research aims to illustrate how the media's portrayal of woman (both in powerful positions and not) can in fact reflect and even perpetuate gender inequalities in society.

Current Work Description

As a Senior Communications Manager, MaQueen's responsibilities include developing, implementing and managing all Corporate Communications for Branch Banking. Some of her responsibilities include managing communication from the CEO's office; developing communication strategies for priority projects; product campaigns and employee related initiatives. She also manages editorial content for internal publications, intranet sites, electronic-based communiqués to the network as well as telecommunications such as corporate broadcasts.

Business Credentials and Skills

MaQueen is an experienced writer, copy writer and columnist. She has contributed to established publications such as the Mail & Guardian newspaper and The Media magazine which are both well respected publications in the South African Media industry. She has also contributed as special guest commentator to television programmes such as Multichoice's business channel, Summit TV and etv's '20 something' magazine programme. In both programmes, the producers sought her critical thinking and foresight into Corporate Communication and South African mass popular culture trends. She is currently busy with her novel.

Personal and Professional Learning Objectives

Through the programme, MaQueen Motuba aims to:

- Develop the ability to build strong relationships
- Develop strong networking skills so that she can learn from others and share
- Improve her time management ability to create balance between work and family, and
- Improve her conflict resolution expertise.