
Profile

Malesela Maubane, Chartered Public Relations Practitioner (CPRP) is President of the **Public Relations Institute of Southern Africa (PRISA)** since May 2018 and has over 16 years' corporate experience, with over seven years relating to public relations and communication management within a South African local government (Municipal) sphere.

His knowledge areas of expertise include media relations, content writing, strategic planning, crisis communication, stakeholder, change, and reputation management.

The journey within @**IPRISA** began in 2009, seeing him become part of a cohort of public relations and communication management practitioners who in 2013 spearheaded the reestablishment of the Institute' structures in the Limpopo Region and was elected the Institute's Regional Secretary. He further occupied the Limpopo Regional Chairman position in 2015-2016, before becoming Vice-President in June 2016.

Some of the leadership positions within PRISA include being President-Elect and Interim President from May and November 2017 respectively to May 2018. Some of the responsibilities in the Presidency are to enhance the organisation's visibility and the recognition of its expertise and promote ongoing development of a strong Board; keep Board members and committees engaged and focused and leverage their talents.

Maubane has also occupied the Assistant Manager: Industry Transition position Polokwane Municipality (@**PolokwaneMuni**) Transportation Services since August 2015. Some of his responsibilities including among others, stakeholder management, development and implementation of change management strategies aimed at integrating current public transport operators in the city's integrated rapid public transport system (IRPTS), aptly named Leeto La Polokwane (@**Leetolapl**)

His other career highlights include been Stakeholder Relations Officer for Polokwane Municipality during March 2014-July 2015 and Media Liaison Officer for Aganang Local Municipality from January 2009 to February 2014. He was also a Media Volunteer for Polokwane Host City during the 2010 FIFA World Cup and Freelance Journalist for Capricorn Voice (Limpopo Provincial newspaper) from January 2006 to September 2008.

In terms of academic account at UNISA, Maubane graduated in 2007 with a Course Public Relations certificate at NQF Level 6 exit level.

The married father of three, two boys and a girl, is an avid reader, often dabbles in poetry and regularly contribute thought leadership on a range of issues affecting South Africa and the continent, with some of his writing recently being published in Sunday World (@**SundayWorldZA**), City Press Online (@**City_Press**), Polokwane Review (@**PolokwaneReview**) and Polokwane Observer (@**PolokwaneObserv**).

Maubane has presented a paper at the Zambia Public Relations Association (ZAPRA) 2019 Annual conference under the theme, "Development communication in the era of fake news" He will be a panellist during the ongoing Africa Communications Week (AfricanCommsWeek), 20-24 May 2019 in Dar es Salaam, Tanzania edition under the theme, "Can Africa lead disruptive innovation in communication?"

The Polokwane Chapter will aspire to contribute to change in the socio-economic standing of UNISA students and surrounding communities, further towards changing the country and the continent's narrative through collaborative efforts.

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Other information

Media link to Caster Semenya's family, her former high school and the Aganang Municipality, mostly for foreign media (BBC Radio, CNBC Africa), pre and post 2009 Berlin World Athletics Championships and London 2012 Olympics.

Maubane is member of the Black Management Forum (BMF) since February 2017 and is attached to the Polokwane Branch.

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