

SARIETA SCHULTZ

COMMUNICATION SPECIALIST

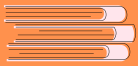
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WWW.SARIETASCHULTZ.COM

I am an experienced communicator that combines my skills, experience, education and sound judgement to achieve results within set timeframes. I have extensive, verifiable experience in communication strategy, policy formulation, planning and execution in the Department of Defence and the Developmental Sectors. I have a particular interest in Social Media Management. I m a South African citizen (661223 0067 080) and am willing to travel.



PERSONAL PROFILE



EDUCATION

University of the Free State

BA Communication (1988)



HIGHLIGHTED SKILLS

Other Skills Training

- Excellent Communication Skills
- Problem Solving Skills
- Computer Literate
- Multi-tasking
- Honesty and Integrity
- Creativity
- Task Orientated

- Policy Writing, Department of Defence (DOD) (2012).
- Crisis Intervention Workshop, South African National Defence Force (SANDF) (1999).
- Junior Command and Staff Course, South African Air Force (SAAF) (1996).
- Public Relations Management, PRISA (1996).
- Intermediate Communication Practice, SAAF (1995).
- Customer Relationship Management: Effective Call Centre Training, SANDF (1995).
- Full Range Transformational Leadership, SAAF (1994).



CONTACT INFORMATION

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REFERENCES

Brigadier General Heidi Gunter, Director at
Command and Management Information Systems, SANDF
Mobile number: 083 691 3086 or Heidi.Gunter@dod.mil.za

Brigadier General (Ret) Christelle Brand
Mobile number: 082 445 5668

Ms Welma Geldenhuys (Alzheimer's Gauteng)
Mobile Number: 082 821 4862

WORK HISTORY



STRATEGIC COMMUNICATION PLANNING

- DOD Work-study to Transform Corporate Communication in the DOD (2008 – 2012).
Part of the core team that executed a work-study to transform the DOD's communication service. The outputs were Corporate Communication Strategy, Policy, Doctrine and a Career Dispensation. The team leader of the electronic communication task team investigated the DOD's Internet website, social media, a digital repository, and the use of a bulk messaging system.
- Part of the communication task team headed by the Head of Communication and executed strategic communication planning for the Department of Defence (2004 – 2005).
- Part of the communication workgroup planned to centralise communication functions (2000 – 2001).



POLICY FORMULATION

Defence Corporate Communication (2008– 2012) **Command and Management Information Systems** (2012 – 2018).

Formulated policy through researching and integrating information from different sources into high impact, coherent DOD instruction documents. Included Corporate Communication Policy.



SOCIAL MEDIA MANAGEMENT

- Alzheimer's South Africa Gauteng 2021 – current.
- Sarieta Schultz Communication (2020 – current).
- South African Air Force (content only) 2019 –2021.
- Cindy van Wyk, author – Canvas and Clay (1 campaign) 2021
- The South African Red Cross Society 2020.
- Saray Khumalo – mountaineer, 2014 – 2019.



MEDIA RELATIONS

- Responsible for Media Liaison for the **South African Red Cross Society** (2020).
- Managed traditional media and social media for **Saray Khumalo**, a mountaineer, from 2014 – to January 2019 and traditional media upon her return to South Africa after she summited Mt Everest in May 2019.
- Conducted a media campaign for **Brain Injury Day** (2006).
- **Air Force Base (ABF) Swartkop**, responsible for all Corporate Communication functions, including air shows (1991 – 1995).



IN-HOUSE JOURNALISM

- *Astra Magazine*: South African Air Force magazine (1989 – 1990).
- *Primus Newsletter*: AFB Swartkop newsletter (Editor) (1991 – 1995).
- *Bigtalk Newsletter*: Brain Injury Group newsletter (Editor) (2006).



INTERNET SERVICES

- Own website: www.sarietaschultz.com (2022 - current).
- Managed the South African Red Cross Society Website (www.redcross.org.za) (2020).
- Establishment and managing a website, brainweb, for the Brain Injury Group (not active any longer) (2006).
- Managed the DOD Internet website. The management included the awarding of an Internet Service Provider tender and management of domain names. (2000 - 2001 and 2011).



INFORMATION CENTRE MANAGEMENT

- Managed the DOD Information Centre, including the website (1997 - 2001).
- Facilitated the answering of queries (1996 - 2000).
- Responsible for the nodal point regarding the Promotion of Access to Information Act queries (1996 - 2000).



MARKETING COMMUNICATION

- Risk Communication and Community Engagement (RCCE) Campaign during COVID-19 for The South African Red Cross Society (SARCS). The campaign included pamphlets (info graphics), 6 themes in 8 languages) and a community radio campaign in 8 languages (2020)
- Arranged a International HIV/AIDS Conference for the South African Military Health Service (SAMHS) (2007).
- Created a new corporate identity for the Brain Injury Group (2006).
- Conducted a direct marketing campaign directed at health professionals for the Brain Injury Group. (2006).
- Marketing communication activities for air shows at Air Force Base Swartkop (1992 - 1995), ie the first Silver Queen Air Race in 1992



CORPORATE COMMUNICATION OFFICER (a timeline)

- **Alzheimer's South Africa Gauteng.** Social Media (2020 - current)
- **South African Air Force Headquarters:** Responsible for Social Media content (2019 - 2021).
- **SARCS:** Responsible for the Communication activities of the SARCS (2020).
- **DOD Government Information Technology Officer.** Responsible for planning, reporting and budget expenditure (2018/19).
- **SAMHS.** Arranged a International HIV/AIDS Conference (2007).
- **Sustainable Development Consultant (Brain Injury Group):** Responsible for managing the organisation (2005/6).
- **Defence Corporate Communication.** Performed strategic communication planning functions (1997 - 2001 and 2004 - 2005), Managed the DOD Information Centre (1996 - 2001)
- **Air Force Base Swartkop.** Responsible for communication functions (1991 - 1995).
- **Ad Astra Magazine** (SSAF) In-house journalist (1989 - 1990).

