

CURRICULUM VITAE

1. **Family name:** **EVANS**
 2. **First names:** **Segolame**
 3. **Date of birth:** 6th July 1976
 4. **Nationality:** Motswana
 5. **Residence:** Botswana
- Contacts :**
- TELEPHONE:** +267 71733068
+267 318 2963
- EMAIL** Evans.sego@gmail.com
diamondlightbw@gmail.com

6. **Education:**

Institution [Dates from – Date to]	Degree(s) or Diploma(s) obtained
The International School of Protocol and Diplomacy (Brussels - 2012)	Executive Diploma in Protocol and Diplomacy
University of Derby UK – 2009 -2011	Master of Science in Strategic Management
Drake University, Iowa, USA(1998-2002)	Bachelor of Arts Degree in Journalism and Mass Communications • Major: Public Relations and a minor in International Relations

SHORT TERM COURSES:

- **Results Based Management** -SADC Secretariat-June 2014
- **Planning, Monitoring and Evaluation for Intergovernmental Institutions** –SADC Secretariat - November 2013
- **Foundation Course for Civilian Peacekeepers**-Regional Peacekeeping Training Centre –Zimbabwe 2009
- **African Union Media Training-** African Union –Ethiopia 2009

7. **Language skills:** (Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Setswana	Mother Tongue		
English	1	1	1

8. **Membership of professional bodies:** Public Relations Institute of Southern Africa (PRISA)

9. **Other skills:** Office Computer literate and proficient with Microsoft programmes
10. **Present positions:**
 - Communication Consultant at United Nations Commission of Africa (UNECA)
 - Managing Director at Diamond Light (PTY) LTD
11. **Period within the firm:**
 - UNECA (June 2021- To date)
 - Diamond Light (August 2015-To date)
12. **Key qualifications:**
 - **Over 20 years of professional experience** in the communications and public relations field specialising in the strategy development, content development, media relations and stakeholder engagement. Undertook **various consulting assignments for regional economic communities, regional organizations, governments and the private sector.**
 - Demonstrable experience as a **diverse communication and visibility expert** having provided advisory support to SADC, African Union Commission and UNECA.
 - Provided support for the review of **multiple development partner funded projects** (especially GIZ including the evaluations of programmes capacitating the Southern African Development Community (**SADC**) **Secretariat, UNECA and AU.**
 - Demonstrable knowledge in monitoring and evaluation within a developmental framework and project cycle management skills
 - The relevant projects include:
 - ✓ Development of the AfCFTA–ANCHORED PHARMACEUTICAL INITIATIVE PROJECT Communication Strategy and implementation and monitoring plans
Client: UNECA (2021)
 - ✓ Strategic Communications Support for the Africa Investment Summit on Health organised by United Nations Commission for Africa and partners (September 2021)
 - ✓ Strategic Communications and logistics support - African Vaccine Acquisition Trust (AVAT) (June 2021-To date)
 - ✓ Strategic event management and communications support for Roundtable: “Leveling the Playing Field for Intra-Africa Investment through the African Continental Free Trade Area (June 2021)
 - ✓ Copy Editing, design and production of the DCEC 2019 and 2020 Annual Reports
Client: Botswana Government –Directorate of Economic Crime and Corruption (DCEC (2021)
 - ✓ Development of Public Awareness Strategy; Key Deliverables for the Project, Inception Report, Rapid Assessment, with 2 year workplan, budget and M&E Plan
Client: UNDP Botswana (Assisting Department of Wildlife and National Parks-2020) \
 - ✓ Provision of Rapporteur services and production of the report at the DeBeers International Diamond Conference
Client: De Beers (2016 and 2018)
 - ✓ Evaluation of the Effectiveness of the SADC Communications Strategy
Client: SADC Secretariat (2012)
 - ✓ Development of the Corporate Identity Manual (CIM) for Secretariat & 15 Member Countries
Client: SADC Secretariat (2012)
 - ✓ Was part of regional Communications experts who convened annually to review the African Union Communications and Information Strategy – (2008-2015)
Client: African Union funded by United States of America Embassy
 - ✓ Developed the Marketing and Communications Database to be used for branding small and medium businesses on Botswana
Client: Botswana Ministry of Trade -2015.
 - ✓ Was part of the team that developed the SADC free trade area communication and visibility guidelines

PROFESSIONAL BIO:

Segolame Evans is an expert in the fast paced communications and public relations field specialising in the strategy development, content development, media relations and stakeholder engagement. Skilful developer of strategic communications solutions that continually surpass expectations. In-depth project management experience from conception to implementation through team development, research (both qualitative and Quantitative) and consultative process to identify best practises and opportunities. At ease with budget limitations, deadlines, and high pressure situations. Strong ability to influence thinking, forges strategic alliances, and build consensus.

Segolame started her career at BCL Mine in 2002, where she specialised in media and public relations; copywriting; media management; research, strategic planning and corporate social responsibility and was key in the formulation of the mine's winning HIV/AIDS strategy.

Over the years, Segolame has been involved in managing high level events such as SADC Summit Heads of State and Government, Ministerial meetings, Diplomatic briefings. She has a written speech for the former and current Presidents of SADC, Ministers; Government Officials, heads of Diplomatic Missions and International organisations and Chief Executive Officers. Supervised various consultants and researchers conducting surveys for different SADC programmes and directorates. As such, she has grown a network of media and professional network throughout the SADC Region.

Embracing the core values of integrity, innovation and growth, Segolame has continued with developing cutting edge communications solutions, researching and developing both original content and supplied to grow client's online presence. Enjoys working in multi-cultural environment

KEY COMPETENCIES:

- Development of the Public Relations Budget, Planning and Resource Mobilisation Strategy using the Results based Management model.
- Understanding of principles and policy analysis in the area of Strategic Communications, Public Affairs, Protocol and Diplomacy in the public sector.
- Extensive professional experience in the area of Media Relations specifically in the SADC region.
- Deep understanding of Planning, Evaluation and Monitoring in intergovernmental organisations and the private sector
- Planned and facilitated various meeting of Public Relations and Communications' Senior Officials, Ministers and senior protocol officers to discuss challenges and priority areas promoting the SADC Region.
- Have strong background on policy formulation and development relating public and corporate communications.
- Excellent working knowledge of Content Management Systems (CMS) for web communication and knowledge management
- Policy oriented communications and public relations research.
- Monitoring and Evaluation of communication and Public relations Policies in

development work

- Development of monitoring indicators for assessing Project performance against Public Relations and Communications Objectives.
- Current knowledge of development issues, strategies, as well as programming policies and procedures in international development cooperation.

PROFESSIONAL EXPERIENCE:

June 2021 –to
date

COMMUNICATIONS SPECIALIST

United Nations Economic Commission for Africa (UNECA)
AfCFTA–ANCHORED PHARMACEUTICAL INITIATIVE PROJECT

Key performance areas;

- I. Increase awareness and understanding of AfCFTA-anchored Pharmaceutical Initiative for AU member States;
- II. Engage key stakeholders in particular Governments, Regional Economic Communities, private sector and civil society to have adequate knowledge of the benefits and challenges of the AfCFTA-anchored Pharmaceutical Initiative;
- III. Establish a strong effective mechanism for communication, advocacy and outreach to reach governments, intergovernmental agencies, the international community, CSOs, private sector, academia and researchers

Tasks

A. Strategy:

1. Tracks, researches and analyzes information on assigned topics/issues; gathers information from diverse sources and helps to assess news value and other potential impact, as well as to evaluate the effectiveness of information campaigns
2. In consultation with others, identifies and proposes information opportunities, activities and approaches, taking into account the specificities of the situation/topic and target audience.

B. Content Development:

1. Develop simple and informative multimedia materials (incl. press releases, media packs and briefings, video clips, social media posts and internal newsletters) to increase awareness amongst specific target audiences;
2. Use appropriate tools and channels to convey clear, targeted and focused messages for different target audiences;
3. Handle communications/outreach/advocacy activities around key conferences, seminars, and meetings related to the AfCFTA project, including press briefings/conferences, interviews etc;

C. Media Relations

1. Makes available to national, regional and international media, accurate and current information to aid their understanding of the benefits of the AfCFTA and encourage regular dialogue with them;
2. Liaise with media and handles request for interviews and statements
3. Conducts media trainings.

D. Social Media:

Develop social media compatible content to share across several ECA social media platforms, incl. Facebook, Twitter and Youtube.

August 2015 – to date

Managing Director – Diamond Light (PTY) Ltd

Strategy Development; Branding, Marketing, Communications & Research Consultant

Key Performance Areas

1) Development of corporate and communications strategies

Oversee the development of communications strategist for clients from inception reports, research and strategy development. Strong track record in strategy development and implementation of communications campaigns for public, private and international institutions, through leadership, stakeholder management and strategic media relations.

- 2) Liaise with clients to development of Communications Workplans, Budgets, Monitoring and Evaluation systems on an annual basis.
- 3) Work with clients to Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Pinterest, YouTube and LinkedIn
- 4) Inception, development, coordination of data collection; analyse data using SPSS and report writing of market research for clients.
- 5) Workshop organisation and rapporteuring services
- 6) Managing the business from understanding strategy, decision making, work flow and vital business function
- 7) Building company image by collaborating with customers, government, community organizations, and employees; enforcing ethical business practices
- 8) With the use of provided technology, scan and monitor local and international newspapers, television, radio, Internet and social media for news items on behalf of company clients
- 9) Managing the staff of the company and formulating HR policy

Major Clients: Debeers, UNDP, Directorate of Economic Crime and Corruption, South East District Council, GIZ-Botswana, GlamCollections, S4 Holdings

2008 to 2015

Assistant Relations Officer – Public Relations Unit , SADC Secretariat, Gaborone, Botswana

Strategic Public Relations and Communications support

- Implementation of the SADC Communications and Visibility Strategy
- Development of communications plans for events and different programs
- Provision Event Management and Protocol services during high level events such as SADC Summit of Heads of State and

Government, Diplomatic Briefings and Presentation of credentials by heads of missions.

- Provided rapporteur services to high level documentation
- Writing copy for advertising and public relations tools such as press releases, speeches, editorials, adverts, radio & television jingles, internet, and magazine stories.
- Major tasks : Communications and publicity plans for SADC Summits from 2008-2015, Rapporteur services for Diplomatic briefings, Media briefings, etc

Resource Mobilisation, Monitoring and Evaluation

- Within the context of SADC Partnership and Resource Mobilization Policy and other relevant SADC legal instruments, provided support to the implementation of a coherent resource mobilization plan by actively liaising with internal and external partners.
- Prepared analytical briefs for the head of the unit on strategic partnerships and resource mobilization issues.
Donors partnered with: GIZ, EU, AU and other funding partners

Skilled Relationship Manager

- Skilled at cultivating and enriching relationships with customers, clients, media, corporate partners, government and non-government organizations and trade associations. Galvanized issue concepts and implement marketing strategies that succeed based experience and expertise.
 1. Media Management
 2. Managed and conducted public tours of the SADC Secretariat
 3. Managed SADC National Media Coordinators relations

Jan 08 – June 08 **Communications Specialist,** Communications Specialist,) Local Enterprise Authority (LEA)Gaborone, Botswana

- Providing strategic guidance to Local Enterprise Authority (LEA) on the implementation of a corporate communications strategy with a view to promoting the organisation, its image and visibility and enhancing public awareness of and support for its aims, objectives and programmes. This entailed working with Directorates to plan and implement their marketing, publicity and promotional programmes. LEA is a parastatal organization formed by a parliamentary act in Botswana to manage and support Small, Micro and Medium Enterprise development (SMME) organization

Jan 05 – Jan 07 **Public Relations and Communications Officer** - BCL Limited, Selebi Phikwe, Botswana

Internal Communications and Events Management

- Managed and directed the production of weekly inhouse and quarterly newsletters.
- Produced and managed the distribution of communiqués, memos and management briefs
- Directed and managed the production of collateral materials such as posters, brochures, and pamphlets.

- Assessed the need for translation of documents, messages and videos and devise translation strategies.

Publicity, Branding and Corporate image

- Secretary of the Brand Champions Committee which comprises of representatives from different departments
- Determine and design best messages and tactics to support BCL corporate Image.
- Managed compliance to the brand manual

Corporate Social Investment (CSI) Coordinator

- Managed and coordinated the company corporate Social Investment programme - The programme focused on HIV/AIDS, Small businesses around the mine, marginalized members of the society to mention a few.

HIV/AIDS Working Committee Member

- Secretary of the Committee delegated to act as an advisory body to Management on HIV/AIDS related issues.

Jan 2003 -
Jan 2005

Graduate Trainee – Public Relations, BCL Mine, Selebi-Phikwe Botswana

- Went through a systematized training programme in all areas of Public Relations and Communications before appointment to a substantive position. Areas covered included:
 - Media Liaison
 - Events Management
 - Collaterals Production
 - Publicity
 - Brand Management

Jan 02-August
2002

Human Resources Assistant, Ruan Transport-Des Moines, IOWA USA

- Verified all driver applicants make sure that they meet the minimum requirements. Ordered criminal background checks all driver applicants. Audited all driver files before the Department of transportation.

July 2001-
Jan 2002

- **Customer Service Assistant** Wells Fargo Home Mortgage Bank Des Moines, USA Researched and paid real estate taxes. Kept contact with other mortgage institutions to all over the United States to exchange information and real estate updates.

June 2000-
August 2000

Intern , KTPR Radio -Fort Dodge, IA USA

- Produced promos, advertisements, public service announcements and news releases for the station's 20th Anniversary celebration. Created a new music database for the station by ordering new music and updating the Station's playlist on the system.

August 1999-
August 2000

Production Crew, Innovation Video-Buena Vista University Storm Lake, IA, USA

- Crewmember for weekly news cast on a local cable station

References

Ms. Sharon Simwanza
Technical Advisor
GIZ support to SADC Secretariat
GIZ Progress
Gaborone
Botswana
Tel: 00267 3951863
Email: Sharon.simwanza@giz.de
Cell: 00267 72320119

Charles Mubita (PhD)
Former Executive Assistant to the Executive Secretary at SADC Secretariat
International Relations and Strategic Communication Specialist
Windhoek
Namibia
Cell: +264 81363 1393
Email: charlesmubita@consultant.com

Mr. Joseph Mthetwa
Project Management Officer (PMO)
AfCFTA - anchored Pharmaceutical Initiative
Regional Integration Section
Regional Integration and Trade Division
United Nations Economic Commission for Africa
Menelik II Avenue, P.O. Box 3001, Addis Ababa, Ethiopia
Email: joseph.mthetwa@un.org
Cell: +267 76574908