**Londeka Mkhize Appointed Social Media Lead for Ford South Africa**

* Mkhize heads Ford’s social media team within Communications Division
* She has nine years’ experience working in the communications sphere with a focus on social media
* Replaces Vusi Mbatha who has moved to a new role as Dealer Development Manager

**pretoria,** **South Africa, 21 May 2020** – Ford Motor Company has appointed Londeka Mkhize as its new social media lead for South Africa.

In this role, Mkhize is responsible for all strategy and implementation of Ford’s social media communications. She takes over from Vusi Mbatha who has moved into a new role as Dealer Development Manager within the Marketing Department.

Mkhize has more than nine years of experience working in the communications sphere with a focus on social media, and has mostly worked for advertising and social media agencies handling corporate client accounts.

She has already been associated with Ford, having previously managed the the company’s social media channels for the Sub-Saharan Africa region when Meropa Communications had the account, and has gained extensive knowledge in online media, crisis management, stakeholder engagement, live events coverage and data-led social strategies.

“We are delighted to have Londeka joining our Communications team to manage Ford South Africa’s extensive social media portfolio,” says Minesh Bhagaloo, General Manager Communications. “Her previous experience with Ford and other top corporate clients will be invaluable as we expand our reach in this digital era.

“Londeka has been transitioning into the role since the beginning of April with Vusi’s much-valued input while doing his new job. However, with the current COVID-19 lockdown and remote working arrangements it has been a somewhat unconventional start, which she has fortunately taken in her stride. We look forward to working even more closely with Londeka once we all eventually return to the office environment,” Bhagaloo says.

Mkhize graduated from the University of Cape Town in 2011 with a Bachelor of Social Science degree, majoring in Public Policy Administration and Industrial Sociology. “These qualifications have been of great benefit in interpreting and understanding the role of social media in society, and for business,” she explains.

In 2019 she won an Industry award for the Best Agency Community Engagement Manager at the New Generation awards. She also worked on an award-winning campaign called InstaMine for Anglo American, which received the ABC Gold Quill Award for Social Media Excellence 2019 and two Gold Awards at the New Generation awards for Best Use of Technical Innovation and Mobile Marketing Excellence.

# # #

***About Ford Motor Company****Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit* [*www.corporate.ford.com*](http://www.corporate.ford.com) *or* [*www.quickpic.co.za*](http://www.quickpic.co.za) *- follow us at* [*www.facebook.com/FordSouthAfrica*](http://www.facebook.com/FordSouthAfrica) *,* [*www.twitter.com/FordSouthAfrica*](http://www.twitter.com/FordSouthAfrica) *,* [*www.instagram.com/FordSouthAfrica*](http://www.instagram.com/FordSouthAfrica) *or* [*www.youtube.com/FordSouthAfrica*](http://www.youtube.com/FordSouthAfrica)

|  |  |
| --- | --- |
| **Contact:** | Minesh Bhagaloo  General Manager Communications |
|  | Ford Motor Company of Southern Africa  +27 12 842 2691 |
|  | [mbhagalo@ford.com](mailto:mbhagalo@ford.com) |