

Management changes at Gagasi FM

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Gagasi FM has made a few changes to the management team following the resignation of Minenhle Nxumalo who was heading up the Creative and On-air Promotions Department.



Zophelele Ndokweni

Zophelele Ndokweni, who has been the station's Marketing Manager, will move to take over as Head of Creative and On-air Promotions while the station's Media and Public Relations Specialist Khulekani Shandu has been seconded to the role of acting Marketing Manager with effect from 3 August 2015.

"On behalf of Gagasi FM I would like to wish Minenhle all the best on her new endeavours. She made a significant contribution on various roles during her six-year stay in the station and we are very grateful for the opportunity we have had to work with her. In the same breath I would like to wish Zophelele and Khulekani all the best on their new roles; I am confident that they will play a big part in taking the station forward. We have big plans for the business and these are the departments that are strategic to the brand objectives that we have and I am confident that they will do a great job in driving their respective departmental functions towards those objectives. They know the station very well and they understand the strategic direction that we are taking as a business," says Gagasi FM Managing Director, Vukile Zondi.

Zondi also said that the station is currently undergoing the process of developing a new business strategy following the appointment of Mediamark as the partner for its Johannesburg sales. The appointment is with effect from 1 August 2015. "We are redefining our business model and the approach we are taking now is going to put us in a better position to offer integrated solutions to advertisers across on-air, digital and events platforms," says Zondi.

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Gagasi FM



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