

Strategic communications director appointed at marcusbrewster

Integrated PR firm marcusbrewster has appointed Andre Fourie as strategic communications director. In the newly created position in the Cape Town office, Fourie's primary focus will be on strategy formulation, content development and feature writing, issues management and top-level client service and strategic counsel. In addition, Fourie will drive the integration and measurement of various marketing and communication campaign components for the agency's clients.

Fourie's former clients include: Cape Town International Convention Centre (issues management), Virgin Mobile (events and social media), Renault (social media), Cape Argus Pick n Pay Cycle Tour (international feature writing and strategic media relations), One&Only Cape Town (feature writing), wiGroup (end-to-end PR campaign delivery), Stone Three Venture Technology and National Elections 2009.

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