

# Gagasi 99.5FM appoints a new marketing manager

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Gagasi 99.5FM has appointed Zama Nobandla as the station's new marketing manager as of 01 July 2011. Nobandla worked at uShaka Marine World as a brand manager during the park's inception years, and has previously held the position of marketing manager at eThekweni Municipality.



Zama Nobandla, Gagasi 99.5FM's new marketing manager

Gagasi 99.5 managing director, Christopher Meyiwa, said they are very excited to welcome Nobandla and the move is in line with the station's current objective of redefining the brand positioning and ensuring that everything the station does from now onwards resonates with the brand.

"I'm very excited and this is the beginning of a new era for the station as it is the first time in its five year history that the station will have a dedicated marketing manager. This couldn't have happened at a better time as we are going all out to ensure that we are on the ball with achieving all our targets in terms of audience and revenue figures and Zama's in-depth marketing experience will help us achieve all that," said Meyiwa.

"I'd like to welcome Zama in the Gagasi 99.5FM family and I'm sure that we are going to have a fruitful journey together," concluded Meyiwa.

Nobandla said she is very honoured to be joining the station. "I am very humbled by the warmth of the working environment I've found here and I'm already feeling at home. I have no doubt that we are all going to work very hard to take Gagasi 99.5FM to new heights," said Nobandla.

"I am aware of the extent of the responsibilities and the expectations that come with the position but I know that with the support of management and the entire team, we will certainly achieve the goals we have set for ourselves," added Nobandla.

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## Gagasi FM



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