



WOMEN'S MONTH 2020

Phenomenal Woman Profile



From Teenage Continuity Presenter to Corporate Success Story

In many organisations, the Corporate (or Shared) Services department is considered the lifeblood of the organisation and this is definitely the case at the EWSETA. Under the guidance of Candice Moodley, Corporate Services (CS) Executive for the EWSETA, the CS team comprising ICT and Facilities, HR and Marketing, provides support and shared services to the entire organisation.



Candice joined the EWSETA as a Marketing and Research officer in 2011 but left in 2013 to join Telkom Business. Luckily, Candice found her way back to the EWSETA in 2014 as the Corporate Services Executive, a position she continues to hold today.



What many do not know about Candice is that she had 'another life' before her foray into the corporate world.

Candice was discovered by media personality Manu Padayachee when she was just 13 years old to become the face of East-Net on M-Net. The viewing public immediately took to this young girl with so much confidence, who was a true trendsetter, being at the time, the youngest continuity presenter the country had ever seen.



During her 10 years with KTV, Candice was exposed to so many exciting experiences, but the highlights for her were definitely being selected to co-host Nelson Mandela's 80th Birthday party at the Kruger National Park and discovering so many countries across Africa

like Egypt, Ghana, Nigeria, Kenya, Tanzania, Botswana, Zimbabwe, not to mention the many countries visited around the world.

When she could no longer pass as a teenager, Candice became co-presenter of Eastern Mosaic in the continuation of a career on the small screen that lasted a wonderful two decades.

When Candice was not hanging out with the Father of our Nation, or jet setting across Africa and around the globe, she managed to squeeze in a BA and Postgraduate LLB from Wits University and, wanting to specialise in media law, she began her articles at an events management company, where she says she fell in love with marketing and communications.

“In my various roles over the years, I have had the opportunity to put every business, communication and creative skill that I have gained to use. From my ability to present a seemingly crazy idea to a room full of strangers and have it develop into a success story, to the conceptualisation of above-and-below the line advertising campaigns. My advertising highlight was in 2000 when I was appointed by a global financial advertising agency as the account executive for the launch of a renowned Financial Services Institutions’ new brand – I knew every zebra by name!” enthuses Candice.

She describes her most valuable learning experience as that of Executive Director for a 100% women-owned turn-key Marketing and Communications agency where over the 6 years as part of this dynamic team, she learnt that the key to success is understanding your client and putting them first always - and an unshakable work ethic.

It was over this period in her career that she realised the power of an integrated marketing strategy and together with the team, assisted many clients to develop their strategic marketing strategies that ensured an integration of all brand touch points, ensuring strategy alignment and maximum impact.

She is a multi-skilled professional who has used her skills to develop a Research Report in 2012 on the state of South Africa’s post-school education system and ways in which it can be supported by Government agencies like the SETA’s, to developing and implementing Customer Portfolio Management and Strategic Marketing Strategies for the leading telecommunications company in South Africa.

Candice is a proudly South African woman who is continuously driven by a passion and motivation to succeed, and the determination to never become complacent. Her energy, combined with a positive, 'can do' approach to life, places her as an ideal leader of a team that by its very nature needs to be customer-centric and service delivery driven.

For Candice, the new strategic direction of EWSETA is exciting in that it is "impact" driven and this means that the CS team has the ability to lead innovative solutions that will see the organisation become the foremost authority in skills development and training in the country.

"For me, my family is *everything*, and my greatest strength is found in my husband and my three kids. It is also in this bond that we share that I find the inspiration and passion to strive for success both as an individual and in my career responsibilities," concludes Candice.