

Mandy Collins

Strategic communications adviser

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Profile

I help large organisations get their communication right when it matters most – internally, externally, and under pressure.

For more than 25 years, blue-chip companies have called me in when the stakes are high: a tender due in 30 days, a message that could upset a union, a report that has to be right before the board sees it.

I read documents the way journalists, unions and regulators will – before they do – and fix what's wrong before it becomes a problem. I'm also a certified coach, so I don't just do the work: I can help teams to build the skill themselves.

What I do

- **Advise** on high-stakes written communication: board documents, tenders, results announcements, employee messaging and crisis communication.
- **Review and repair content** already drafted by internal teams or agencies, so it's accurate, on-message and safe to publish.
- **Train and coach teams and leaders** to write and communicate with more clarity and confidence.
- **Manage large, complex writing projects** end to end, under real deadline pressure.

Selected clients

Anglo American • Kumba Iron Ore • Brunswick • Cliffe Dekker Hofmeyr • Royal Bafokeng Platinum • Naspers • Sanlam • Gavi (Geneva) • Nampak • Skynamo • Omnisient • ByDesign Communications • ASAR – Al Ruwayeh & Partners (Kuwait) • Equity Methods (USA) • Hospital Association of SA • PHA

Also supported the B4SA communications workstream during the Covid-19 vaccine roll-out in South Africa.

Track record

- Trusted for almost three decades by blue-chip organisations across mining, financial services, technology and global health.
- Ghostwrote four business books. All four became bestsellers.
- Routinely produce tender documentation and other high-volume, short-timeline, high-stakes work.
- Winner, Embrace Journalism Award (international), 2005. Shortlisted, Golden Baobab Prize for African children's fiction, 2014.

Career summary

Independent communications consultant, writer and editor | 1997 – present

Trading as Red Door Ink since 2019. Advise large organisations on high-stakes written communication – see "What I do" and "Selected clients" above. Also work with individual authors and academics on book, dissertation and thesis editing.

Marketing and Communications Manager, Symphonia for South Africa | Jul – Dec 2015

Ran all internal and external communications and the marketing strategy for this education-focused NPO, reporting directly to the CEO and managing a small team. Responsible for reputational management and for building the systems – a style guide, social media guidelines – that made the organisation's communication more consistent.

Features editor, TV journalist and health writer | 1991 – 1997

The Sunday Times and True Love magazine. Commissioned and edited stories, managed and trained junior journalists, and wrote a long-running health column. Early proof of the same core skill: fast, accurate writing and editing, at scale, under deadline.

Qualifications

- Bachelor of Journalism and Media Studies (postgraduate), Rhodes University, 1990
- BA (Honours), Sociolinguistics, UNISA, 2008
- Certified Wayfinder Life Coach (Martha Beck), current

References

- Sibusiso Tshabalala, Head of Communications, Naspers – sibusiso.tshabalala@naspers.com
- Dr Pranill Ramchander, Executive Head of Corporate Affairs, Anglo American Kumba Iron Ore – pranill.ramchander@angloamerican.com
- Amanda Tschopp, Senior Manager, Institutional Communications, Gavi, the Vaccine Alliance – afazzonetschopp@gavi.com
- Dr Ayanda Mbuli, CEO of Private Health Administrators (PHA), ayandam@hmes.co.za