

RUTH MTHEMBU

Communications Specialist, Founder of [Tact-fully.co](https://www.tact-fully.co)
and Ocean Protection Activist

GET TO KNOW RUTH

Ruth Mthembu is a multifaceted professional who holds a law degree and has made her mark as a Communications Specialist. With a strong foundation in legal studies and a flair for effective communication, Ruth's career has been a testament to her versatility and skill.

As a law graduate, Ruth possesses an analytical mindset that serves as a valuable asset in her professional journey. In her role as a Communications Specialist, she has honed her tactful communication skills to the T, excelling in crafting compelling narratives, managing public relations, and disseminating information effectively at Mr Price Group. Her knack for translating jargon into easily digestible content has made her an invaluable asset for organisations seeking to bridge the gap between business matters and public understanding.

She currently holds the position of Internal Communications Specialist at Mr Price Group where she is responsible for communicating strategically to 29 000 employees. Before joining the corporate world, she had the privilege of holding a full-time position of Strategic Communications Manager at WILDOCEANS (a programme of the WILDTRUST), situated in South Africa, where she joined the ever-growing "Youth for MPAs", a youth movement of over 400 members on a mission to save South Africa's ocean. She is now part of a global network of young professionals, as an IMPAC5 (International Marine Protected Areas Congress) committee member, driving policy change for stronger marine protection locally, regionally and globally.

Her dedication to clarity, accuracy, and the art of storytelling has not only elevated her career but has contributed significantly to the success of campaigns that she has been part of. She recently turned her keynote address for the [IMPAC5 Congress](#) into a film which she produced, and this documentary has been officially selected for the [Science Film Festival](#).

Her work has also been seen in various campaigns that she has co-led and co-produced, namely the #Love10x20 campaign which featured Hollywood actress and ocean activist Shailene Woodley. Her most notable production work was the "Listen to the Ocean" TV advert campaign which aired on national television in South Africa 154 times over a two-week period, and reached just over 12 million people.

On a personal front, Ruth launched her website "[Tact-fully](https://www.tact-fully.co)" in July 2022, in an effort to assist young professionals to communicate effectively, and provide them with the tools and resources to thrive in a corporate environment. She provides consultant and workshop services which potential clients are able to book through her website. If you are interested in developing your or your team's professional communication skills, have a look at the booking rates below.

CAMPAIGN HIGHLIGHTS

#LOVE10X20 CAMPAIGN

Featuring Hollywood actress and ocean activist Shailene Woodley
<https://www.facebook.com/OceaniMPActsa/videos/208482776867990>

LISTEN TO THE OCEAN CAMPAIGN

Social media and National TV campaign which reached just over 12 million people
<https://fb.watch/dFIPFisfjg/>

SPEAKING ENGAGEMENTS



2020 - [World Economic Forum Virtual Ocean Dialogue](#)

2020- [United Nations Climate Dialogues](#)

2022 - [National Geographic Africa x Campaign for Nature Webinar: 30x30 and South Africa - Social, economic, and environmental benefits](#)

2023 - [IMPAC5 Congress Keynote Address](#)



ARTICLES & INTERVIEWS



Virgin.com blog "SA's commitment to protecting the ocean"
<https://www.virgin.com/virgin-unite/latest/south-africas-commitment-to-preserving-and-protecting-the-ocean>

News24 Opinion Editorial: "Building back better for nature and people"
<https://www.news24.com/news24/columnists/guestcolumn/opinion-building-back-better-for-nature-and-people-20210220>

Newzroom Afrika TV interview:

<https://fb.watch/dFHxBgM0do/>

Expresso Show TV interview:

<https://youtu.be/l6oDau2LGok>



“South Africa is one of the most diverse countries in the world – our people, our cultures and our marine life.”

RUTH MTHEMBU

BOOKING RATES AND CONTACT DETAILS

[One-on-one online sessions](#)

R500 for first session, and then R300 per-session for follow-ups

[Webinars](#)

R8 500

[Workshops](#)

NPO rate - R9 500

Corporate rate - R15 000

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