

82^{of} 100
Rebaona
Hlabangane



Here to be Communicative

Marketing with purpose: Rebaona Hlabangane on creating impact through her voice.

Rebaona Hlabangane is a strategic marketing leader with years of experience across marketing, communications, stakeholder engagement, partnerships and events. As Head of Marketing at the Youth Employment Service (YES), she leads the organisation's marketing, brand and communications agenda, supporting its mission to create meaningful employment opportunities and quality work experiences for young South Africans.

For Rebaona, marketing is about more than communicating a message. She believes it can influence behaviour, shape perceptions, build trust and mobilise people around issues that matter. At YES, this means translating organisational purpose and strategy into

compelling campaigns and meaningful experiences that encourage participation while contributing to broader social and economic impact.

Her career has included marketing and communications leadership roles at a variety of leading financial services businesses. Across these roles, she has developed integrated marketing strategies, strengthened brand positioning, led brand transformation initiatives and delivered campaigns designed to deepen stakeholder engagement while supporting broader organisational and commercial objectives. "My belief is that marketing should not be viewed simply as a support function – rather it should be a strategic driver of growth, reputation, stakeholder engagement and long-term organisational value," she says.

Working for an organisation doing critical impact work, her approach has to combine commercial thinking and creativity with a strong understanding of audiences, allowing her to translate business strategy into communication that is relevant, purposeful and meaningful.

Rebaona's commitment to impact also extends to creating greater representation in spaces where ideas and knowledge are shaped. She believes women need to see themselves represented not only as students, but also as researchers, academics, thought leaders and decision makers. For her, bringing more women's voices into academia creates visible pathways for the next generation while ensuring that research and ideas better reflect the realities of

the societies they seek to influence. Holding a master's degree in marketing management from the University of Pretoria, Rebaona is passionate about using marketing as a catalyst for positive change.

At the heart of her work is a belief that when organisations understand their audiences and communicate with purpose, marketing can become more than a business function. It can become a powerful tool for creating opportunity, participation and meaningful change. "Ultimately, my vision is to contribute to the growth of the African economy by building brands that are relevant, trusted and impactful, while creating lasting value for future generations," she says.

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story
matters

