

Spark Media's Digital Sales Academy produces outstanding students

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Spark Media, a division of Caxton CTP limited, introduced its first-ever [digital sales academy](#) in September 2015 with seven interns, after a vigorous interview and selection process.



These seven were then put through two Red and Yellow digital sales courses and every intern spent valuable time working at Spark Media, Caxton Magazines and Caxton Digital. They gained knowledge into all aspects of the business and have produced [outstanding marks](#) with their studies too.

They now embark on their next step, after being integrated into the Caxton group for the past eight months. "Spark Media's first intake of digital sales interns has been a major success and we fully endorse these students into the media industry's working world," says Marc Du Plessis, Commercial Director at Spark Media.

"We urge those companies who have positions available to look no further! We have some fantastic, hardworking individuals with serious digital knowledge and experience chomping at the bit," he adds.

Please do not hesitate to [get in touch](#) with us for recommendations.

Spark Media is featuring the following three interns:



Meet Lucky Mathabatha

An energetic, enthusiastic individual that has been working in the mobile team at Spark Media since March this year as a junior channel & sales support.

His role has allowed him to gain a variety of skills and knowledge in the mobile and digital space and he has been directly involved with sales, operations finance as well as channel.

He would be an asset to any company and we highly recommend him.



Meet Junior Mahlangu

A quick learner, full of enthusiasm and a positive attitude. Junior has been working as part of the LinkedIn team since March - checking inventory, assisting with client proposals, pulling various reports and assisting with the quarterly business review.

He exhibits patience, creativity and a great sense of humour as he carries out his duties, and comes highly recommended to any future employer.

Junior Mahlangu

Meet Andrew Mukudu

Andy is an energetic, articulate young man who has been working as a digital media sales assistant at Caxton Magazines since March.



From supporting the New Business Director, to compiling proposals, creating monthly newsletters and finding new business, he has shown a strong desire for success and an enormous amount of enthusiasm.

Andy is a hardworking individual who has excellent communication skills and would be a valuable asset to any company.



Meet Muchaneta Madavo

Mucha has exceptional initiative, is highly dedicated and has brilliant digital and analytical skills. She has been working within the Caxton Magazines Insights division as a digital marketing insights intern since March and has been a true, hardworking, team player.

Her responsibilities include compiling post campaign reports, analysing campaign performance, compiling proposals and providing digital expertise to the sales team.

Mucha is a proven performer in the work space and it is with pleasure that we recommend her for any position in the digital landscape.

To contact SPARK Media call 010 492 8390, visit www.sparkmedia.co.za, follow them on Twitter at www.twitter.com/SparkMediasa or look for 'SPARK Media' on Facebook or Instagram (sparkmediasa).

Spark Media DNA:

Established in 2015, SPARK Media is a result of a fusing between NAB and Habari Media using the legacy platforms and Caxton owned print and digital products in the form of NAB and a cutting edge digital sales agency in the form of Habari Media to create this new media sales powerhouse.

SPARK Media are Strategic Partners in Audience Research and Knowledge and they offer 'Insights that Ignite'.

- " Spark Media 'leaps into local' with comedian Themba Robin 14 May 2024
- " Spark Media 'leaps into local' with new digital ad offering 29 Feb 2024
- " New advertising opportunities for retailers as load shedding changes consumer purchase patterns 30 Jan 2024
- " Spark Media in the 'Big Apple' for Retail's Big Show 8 Mar 2023
- " Local papers continue to dominate as SA's top-performing print media 1 Mar 2023

Spark Media



Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa's largest print and digital media solutions sales company. It represents Caxton's 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA's leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

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