

# "Send me, I'm a committed woman, it shall be done" - Desiree Oliphant-Hilmer

 By [Jessica Tennant](#)

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Desiree Oliphant-Hilmer, newly appointed sales and advertising manager for *The Herald* and *Weekend Post* brings a wealth of experience through prior positions at SABC Radio and Kagiso Media.



Desiree Oliphant-Hilmer

"I've found what I believe to be the perfect job within the media industry, to complement my skills and the expertise that I've built up from serving this industry in radio, television, outdoor and print for the last 25 years."

Here, Oliphant-Hilmer tells us that her key focus in her new position is to balance where 'editorial meets commercial enterprise'...

## **What does your new role entail and what are you looking forward to?**

I am leading a team of twenty dynamic men and women to offer fully integrated media solutions to the trade, which incorporates both print and digital. The portfolio of clients stretches from developing strategic partnerships and business development, through to direct clients, advertising agencies, as well as servicing government and parastatals.

■ **What excites you most about the titles, and where they're going?**

Firstly, I'm inspired by the fact that *The Herald* has been in existence for more than 100 years, and being able to take a brand of this stature into a digital space gets me very excited. The fun part is that it's an opportunity for creativity and requires a great deal of media-savvy, which I hope to bring to the table.

■ **What do you love most about your career and specialised field?**

It evolves and I progress.

■ **What did it take to get to where you are today?**

Chutzpah, commitment, dedication and true grit!

■ **Comment on the current state of advertorial.**

Our key focus for sustaining our business is to manage the balance where 'editorial meets commercial enterprise' irrespective of platform, whether it's digital or print. It's something Nwabisa Makunga (the newly appointed editor of *The Herald* and the *Weekend Post*) and I share a view on.



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■ **What's at the top of your to-do list in your new position?**

To be able to deliver on our strategy, it's important to get key performance areas (KPA's) aligned. This is incredibly important in getting everyone's buy-in so that we can deliver to the bottom-line success as a collective. So far, we're off to a good start where there's a great energy in the team and we've covered a lot of ground... so much so that it feels like we've already survived our first fiscal review together!

■ **What are you currently reading for work?**

*Global Content Marketing* by Pam Didner.

■ **Tell us something about yourself not generally known.**

I enjoy brisk walking and Bikram Yoga.

■ **This Women's Month, what is your word of encouragement to aspiring women in business?**

President Ramaphosa's 'Thuma Mina' call reverberates strongly in me. We all need to do our bit. We should all find the strength to say: "Send me, I'm a committed woman, it shall be done."

## ABOUT JESSICA TENNANT

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