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She worked as a political journalist for 12 years before entering the university world, and still freelance writes or researches whenever she can.

Jones teaches journalism and ethics, new media, narrative, feature writing, opinion (which comes easily) and specialist writing, corporate communication, critical theory and research methodology. She has extensive supervision experience. She is widely published, and her research interests include journalism, new media, historical memory and decolonisation, misinformation/disinformation and "fake news", digital cultures, and media ethics.

Originally planning on being a lawyer, writing won the day, and she has a bachelor's degree majoring in English and History and English Honours, as well as a Doctor Litterarum (DLitt). She is currently Academic Leader of Research for the School of Arts, College of Humanities at the University of KwaZulu-Natal and based in the department of Media and Cultural Studies at their Pietermaritzburg campus.

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