

Curriculum Vitae

Profile

I have headed communications for six councils and advised many more. I concentrate on consulting and interim management for a range of public and private sector clients. I have worked as both client and consultant at senior level in the public, private and voluntary sectors.

My work has won national industry awards and government acclaim as best practice. Experience in every aspect of communications includes specialism in strategic PR, change management, crisis management and media relations. I have headed communications for six large councils and a national charity before establishing my own consulting business.

The range of my experience means I can rapidly analyse and evaluate organisational cultures, people, issues and challenges. As a skilled strategist and hands-on tactician, I devise and deliver creative and innovative solutions to make a significant difference quickly, in a confident and collaborative style.

Extensive work with local government (more than 30 councils) means I am politically shrewd and thrive in a complex, political, highly scrutinised environment; I have substantial experience in counselling senior managers and political leaders on contentious and challenging issues.

My experience covers every aspect of the marketing communications mix including:

- Strategic communications - communications review, audit and strategy development
- Change management - turnaround situations, transformation programmes, mergers, de-mergers
- Issues management - mental health, planning, transportation, education, energy, social care, finance, tourism
- Crisis management - strikes, deaths in elderly persons' homes and schools, murder, alleged corruption, conviction of staff, advice to local authority during high profile trial
- Media relations - developing/ implementing strategies to successfully transform media relations and media coverage; inventive work involving national, trade, consumer media; strong skills in relationship building
- Advertising, marketing, event management, Royal and ministerial visits, web development
- Internal communications for large, diverse, multi-site, multi-faceted organisations

I have particularly strong experience in working with organizations who need to improve, reviewing their communications, recommending improved arrangements and establishing and leading successful new communications teams.

Current status

2004-date Interim Management and Consultancy

Apr 2008- District Council, strategic communications advice on proposed eco-town development

Apr-Jul 2008: Highways Agency, change management, research and establish new in-house communications team

Feb-May 2008 Borough Council, review of communications and marketing

Feb-Dec 2007: Energy Networks Association (the largest industry body in the energy sector, covering all gas and electricity transmission and distribution companies in the UK) public safety communications strategy and implementation, review of corporate communications, interim media management.

May-Aug 2007: District Council, interim communications management, delivery of full communications review.

Mar-Jul 2006 Interim media relations manager for this international business group; also delivered full communications review and strategy

Jun/Jul 2006 Local Government – evaluating effectiveness of Local Government Association Reputation Project

Apr-Jul 2006 Learning Zone, development of communications strategy, to re-branding and relaunch

Jun-Oct 2005 County Council, leading internal and external change communications for Every Child Matters programme across several council departments and partner agencies.

Oct 2004-Apr 2005: County Council, leading change communications on social services' verge of disaster turnaround programme; subsequently also asked to be interim head of corporate communications; delivered full communications review.

PREVIOUS EXPERIENCE

2000-2004: Head of Communications, County Council

Conducted comprehensive communications review; built completely new in-house team; devised and implemented communications strategy cited nationally as best practice in first IDeA Connecting with Communities toolkit. Launched monthly magazines for residents and employees; broke significant new ground in media relations, corporate identity and cultural change. Substantial crisis management role.

1998-2000: Marketing Communications Manager, Council

Led on award winning council tax referendum (a national first); other major public engagement, city status bid and creation and launch of first UK community portal website; reviewed communications; produced new strategy

1996-1998: Marketing & Communications Director, Mental Health organisation

Built and established new function responsible for media, marketing, parliamentary affairs, fundraising and publications in highly charged contentious, service-providing national charity for people with mental health needs.

1996: Public Relations Consultant - Self Employed

Interim communications management for Borough Council during major corruption allegations; marketing strategy and implementation for Festival; crisis management; communications review and marketing strategy for Barony Management Consulting

1993-1995: Director, Advertising & Marketing

Set up PR consultancy business to serve London and south east; clients included Local Government Commission, London Ambulance, KPMG, Orange, EMAP, ICSA and more than 20 local authorities.

1990-1993: County Public Relations Officer, County Council

1988-1990: Head of Press & Public Relations, County Council

1983-1988: County Public Relations Officer, County Council

1979-1983: Publicity Officer, County Council

1977-1979: Publicity and Information Officer, City Council

Earlier posts City Council's and County Council's

QUALIFICATIONS

CAM Certificate in Communication Studies (two distinctions)

CAM Diploma in Public Relations

Former chair of SCUPRO (now LG Communications)

Co-author of 'Public Relations for Local Government'

Recipient of five Institute of Public Relations excellence awards