

Kathryn
Rogerson

COMMUNICATIONS MANAGER

*A politically astute
communications and
engagement professional with an
infrastructure background,
media experience and
stakeholder liaison expertise*

EMPLOYMENT

COMMUNICATIONS MANAGER

CAMBRIDGESHIRE COUNTY COUNCIL | JULY 2020 -
CURRENT

- Strategic communications and engagement management including drafting and oversight of communications plans, messaging and project execution
- Working with directors and political leadership across County Council communications channels on corporate and political matters including Committees (Environment & Green Investment; Assets & Procurement, Planning), our corporate outcome and a range of infrastructure projects
- Stakeholder liaison with technical consultants and subcontractors as well as businesses, statutory consultees and civic society contacts
- Reputation management including national, regional and local media handling, drafting, review & sign off of PRs, pitching and selling-in stories to press, identifying good news pieces, creating reactive lines and responding to media enquiries (including as part of an on-call rota)
- Contributing to the corporate narrative, developing key messaging for the Green element of the Council's Cambridgeshire vision, Strategic Framework ambition 1 and leading on staff engagement for the current corporate outcome
- Organising Gunning-compliant public consultation or engagement
- Writing and designing toolkits for council, media and partner use
- Use of CRM, CMS, emailer, video, Canva, social monitoring via Hootsuite, Agorapulse and Orlo
- Line management of a direct report and dotted line management of graduate trainee placements
- Full-time role undertaken alongside part-time postgraduate study

SENIOR COMMUNICATIONS OFFICER

BOUYGUES UK | SEPT 2019 - MAY 2020

- Devising a project lifecycle marcomms plans for the £300m+ new University of Cambridge buildings then under construction: Cavendish III: 'Ray Dolby Centre' and a Shared Facilities Hub
- Provided strategic communications advice relating to construction delivery. Also media handling and stakeholder management.
- Creating a strong brand identity through clean and attractive designs
- Event management of the annual CSR outreach challenge "Future Cities" and internal and external VIP visits

COMMUNICATIONS AND ENGAGEMENT MANAGER

GREATER CAMBRIDGE PARTNERSHIP | MAR 2017 - SEPT
2019

- Developing and implementing strategic communication plans for multi-million pound, high profile Cambridge transport projects drawing on political awareness and local area knowledge
- Stakeholder engagement from pre-consult to works delivery across multiple transport schemes including budget management, stakeholder analysis for business cases, letters of support, Councillor briefings
- End-to-end project programme management of communications and consultation campaign management using MS Project from setting KPIs to evaluation
- Devising, authoring, editing and reviewing a range of collateral e.g. leaflets, brochures, newsletters, adverts, social media, video fly-throughs, maps, animations, websites

*Kathryn
Rogerson*

COMMUNICATIONS MANAGER

SKILLS & EXPERIENCE

Political awareness
Stakeholder liaison
Reputation management
PR & media
Project management
Public Affairs
Consultation expertise
Built environment & Planning
expertise
Budget oversight
Commissioning
Event organisation
Line management
Local public sector awareness
Cambridgeshire local knowledge

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- Writing briefs for tendering and commissioning work including market research
- Social media management across LinkedIn, Facebook, Twitter, Instagram, YouTube
- Contractor management: liaising with technical consultants, agencies and suppliers to ensure on deadline and on budget project delivery
- Detailed public engagement including co-production workshops to develop schemes in concert with local residents and stakeholders
- Line management of Communications Officers and agency staff
- Translating technical concepts into plain English
- Executing brand refresh and website redevelopment team, overseeing redesign & launch of new online presence

COMMUNICATIONS AND ENGAGEMENT OFFICER CAMBRIDGESHIRE COUNTY COUNCIL | JAN 2014 - FEB 2017

- Campaign planning for infrastructure project comms
- Production of materials to brand specifications, co-ordinating promotion across Partners' owned channels
- Content creation and questionnaire development using various CMS and EngagementHQ and Smart Survey software
- Managing social media channels including targeted social ads
- Organising and staffing stakeholder and public events including drop in exhibitions, facilitated workshops and briefings
- Negotiating advertising and other supplier contracts
- Tight, focused copywriting and proof-reading
- Measuring ROI via metrics and Google Analytics
- Researching potential channels and keeping up to date with policy developments and best practice

Previous roles include: political campaign manager, university department project officer & student newspaper editor-in-chief (44 page fortnightly publication).

Recent voluntary roles: Beaver Scout Leader, Feast Committee publicity

EDUCATION

UNIVERSITY OF HERTFORDSHIRE

MSC SUSTAINABLE PLANNING AND TRANSPORT
CURRENTLY STUDYING (P/T)

THE CONSULTATION INSTITUTE

CERTIFICATE OF PROFESSIONAL DEVELOPMENT
2017

CHARTERED INSTITUTE OF MARKETING

CERTIFICATE OF PROFESSIONAL MARKETING (DIGITAL)
2015 | DISTINCTION

UNIVERSITY OF SHEFFIELD

MA GOVERNANCE AND PUBLIC POLICY
2010 | MERIT

UNIVERSITY OF SHEFFIELD

BA ENGLISH LITERATURE
2008 | 2.1 WITH SHEFFIELD GRADUATE AWARD

REFERENCES AVAILABLE ON REQUEST