

Samantha Jane Hellowell

Curriculum Vitae

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Profile

- Extensive experience of public affairs at a senior level and across voluntary, public and private sectors
- Excellent track record in strategic and project management (including technology projects) won Award for Innovation (from Department of National Heritage and Grand Met plc) for new employee volunteering scheme supported by technology; project leader (IBM) of CD-ROM for men in prison *Lifting the Weight* which was awarded BAFTA
- A self starter that makes things happen: set up and delivered IBM's programme on Social Inclusion in the Information Society - research, policy work, projects using technology to combat social exclusion, seminars and publications
- Active member of national policy teams looking at the role of technology in socio-economic regeneration of deprived areas
- Strong team leader and manager of change, transformed NCVO's marketing, publishing and media relations; instigated and delivered its new corporate identity; member of senior management team which set up new strategic planning process
- Experienced editor, writer, facilitator and able to work with people at all levels
- Experience in managing budgets, IT and Internet literate

Career

January 1999 to Present - Director IS Communications Ltd

IS Communications is a consultancy focusing on Information Society issues. It provides consultancy, advice, runs seminars and conferences on 'Citizen Direct' issues, manages research programmes and provides marketing, PR and communications support. With Michael Mulquin, set up company, developed business plan and carried out consultancy for clients in public and voluntary sectors, including a major report on the role of ICTs in developing social capital in deprived neighbourhoods in Salford; marketing consultancy on developing a charity's helpline and on-line communications; delivered seminar on ICTs and regeneration funding and organised publication and launch of Communities Online's recent report on ICTs and deprived neighbourhoods. Member of numerous policy initiatives including the DTI's Policy Action Team 15 looking at ICTs and Urban Renewal.

January 1997 to December 1998 - Community Programmes Manager IBM

Instigated and managed IBM's work on Social Inclusion in the Information Society. Member (and project manager) of the national INSINC Working Party looking at social inclusion and new technologies (1997). Project manager of two key reports: *The Net Result - Social Inclusion in the Information Society*; *Down to Earth Vision: Community Based IT Initiatives and Social Inclusion (IBM 1997/8)*. Project management of a range of projects employing technology to help disadvantaged communities, working in partnership with voluntary sector and including production of a CD-ROM to help prevent men in prison from re-offending on release - awarded BAFTA (1998) for best interactive educational material. Responsible for communications strategy for IBM UK's Corporate Responsibility Programme. Lecturer at City University on MSc Information Systems re socio-economic implications of new technologies.

In 1998 was seconded for two days a week as Campaign Director, Communities Online. Role: set up not for profit company which acts as a learning network for projects developing online community networks to strengthen local economies and promote social inclusion. Wrote business plan, set up board of directors, provided project management, briefed policy makers.

April 1994 to 1996 - Volbase Programme Manager IBM (seconded)

Set up and managed IBM's Volbase Programme, a new employee volunteering initiative supported by Lotus Notes technology. Winner of Award for Innovation, Employees in the Community, Department of National Heritage and Grand Met plc. Programme was developed in partnership with Business in the Community and volunteer bureaux.

September 1991 to April 1994 - Head of Communications, National Council for Voluntary Organisations

Member of NCVO's senior management team responsible for strategic and operational planning.

Responsible for managing NCVO's external profile and ensuring effective communication of voluntary sector issues to policy makers, the corporate sector, members and other voluntary organisations. Manager of a 16 person team; functional responsibility for: marketing, media relations, conferences and events, publicity and enquiries, fundraising, publishing (NCVO Publications).

Initiated, developed and implemented a new corporate identity for NCVO; devised and implemented a corporate and cost effective approach to publishing; implemented new media strategy to ensure a more corporate and coherent approach to media relations; worked with corporate sector on fundraising and PR initiatives; project managed Royal events and other high profile events; developed and managed NCVO's conference and other events; budget management (300k).

July 1990 to September 1991 - Communications Manager, Barnardo's

Managed a six person team responsible for internal and external communications. Advised senior staff on communications issues; drew up programme of targeted communication material for child care division and fundraising regions and managed production; responsible for advertising campaign (250k), including management of advertising agency; organised visits of HRH The Princess of Wales to child care projects; editor of staff newspaper; editor of magazine for general public.

May 1988 to July 1990 - Public Affairs Officer - Barnardo's

Member of a team responsible for organising relaunch of Barnardo's in 1988. Wrote staff newspaper and magazine for general public; media relations, event management and copywriting for brochures, leaflets, posters and advertisements. Press officer for visits by HRH The Princess of Wales. Advised staff on communications; ran media relations workshops. Promoted to head up team.

May 1987 to May 1988 - Assistant Public Affairs Officer - Barnardo's

Writing, media relations and public relations initiatives. Promoted.

May 1985 to May 1987 Assistant Information Officer - Middlesex University

Wrote and edited in-house newspaper; press and public relations

September 1984 to May 1985 - trainee reporter, Everywoman magazine

Published work includes articles on education, women's health issues, general current affairs, book reviews.

Education and Training

O and A levels, Colne Valley High School, Huddersfield, Yorkshire

BA (Hons) 2:1 Politics and Sociology, University of Keele (1984)

Training includes: Writing and editing (National Council for the Training of Journalists), Advertising, Marketing, Communications and Public Relations (CAM), Management training (BIM), television and media relations, managing PR campaigns, evaluation, Project management (IBM), technology training (IBM).

Trained as a counsellor for two years with Metanoia Psychotherapy Institute.

Voluntary Work

Counsellor, Hackney Victim Support

Counsellor, Marylebone Counselling and Healing Centre

Counsellor, Newham Alcohol Advisory Service

Personal Details

Date of birth: 19 August 1961 (37)
Married with one son