

Jayne Whitton

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A board-level leader specialising in marketing, communications and digital, with over 20+ years' experience of successfully transforming organisations by balancing: strategic leadership, a credible voice at all levels and good people skills, with an excellent track record of delivering award-winning campaigns.

SKILLS

- Effective **organisational leadership** skillset, with the ability to set and “sell in” refreshed directions of travel
- Expert in **audience-centric** approaches: developing segmentations, customer journey planning, LTV, etc
- Experienced at **change management**, with the ability to lead change sensitively and keep teams on board
- Effective **manager** of teams, budgets, and processes, especially during times of change
- Understands **strategy** and how to execute it through rigorous **planning** and **performance management**
- Excellent written and presentation **communication skills**, with the ability to craft compelling narratives and creative copy
- A specialism in **digital transformation** strategy, planning and the development and delivery of digital programmes/tools
- Understands the importance of **data**, with experience of developing and presenting modelling and performance data
- Operational expertise across all aspects of the **marketing communications mix**
- Excellent **stakeholder management** skills, working with internal and external audiences, to create buy-in
- Knowledge of **innovation** methodologies and **systems design thinking**
- Project management training in **waterfall** and **agile**

CAREER HISTORY

COVID CAREER BREAK [October 2020 – Present 2020]

Set up TwoTogether using an accountability partnership model as a tool to support women to stay focussed on what was important to them during the pandemic, volunteered at a Food Bank and home schooled, in addition to a job search in a challenging market.

MSC VOLUNTARY SECTOR MANAGEMENT at CASS - [September 2018 to October 2020]

Achieved a distinction in every module, with a specialism in digital transformation, shadowing the CEO at We Farm a top 20 digital social enterprise and writing a dissertation on the impact of performative business modelling in driving successful organisations.

MARKETING, COMMUNICATIONS, INSIGHT/DIGITAL DIRECTOR THE CHILDREN'S SOCIETY - [January 2015 to July 2018]

ROLE: The Children's Society was a £48million, top 5 children's charity, with 680 staff, supporting 10,000+ vulnerable young people. Reported to the CEO, as part of the Senior Leadership Team, with joint responsibility for modernising a traditional organisation and delivering financial stability. Created and embedded a new Marketing, Communications, and Digital Directorate, with a team of 55+ and a budget of £2 - £3 million, with operational responsibility for brand, audience segmentation and data, comms planning, creative development, media, reputational management, digital and impact and performance management, with accountability to the Board of Trustees.

ACHIEVEMENTS:

- **Team leadership:** Developed and led a new, multi-disciplinary communications team (95% felt valued | 90% felt supported | 92% had clear objectives), reducing silos, introducing new processes and ways of working, and reducing costs by 40% over 3 years via restructures
- **Brand:** Developed and executed a new, award-winning brand, created the comms proposition “No Child Should Feel Alone”, and developed supporting comms tools, including a Case for Support, to drive the organisation 16 places up Third Sector Charity Brand Index
- **Planning:** Developed a new approach to comms planning, linking external comms to audience and impact, introducing a sophisticated audience segmentation, customer journey planning frameworks, and a new LTV based on time, money, and voice to help bring audiences and teams together, and enable consistent and effective measurement
- **Communications:** Oversaw all aspects of the comms mix (brand, messaging, content/storytelling, PR and media management, digital, direct marketing, advertising, events, partnerships, internal comms, etc.), led on integrated campaigns that raised awareness and delivered high levels of engagement/response rates, e.g. the award-winning “Growing Pains” CSE Christmas campaign
- **Media:** Re-focused media work to increase its relevance, introduced a programme of media training and rebalanced proactive/reactive media work to deliver an annual reach of 1 billion+, with responsibility for reputation management, effectively guiding the organisation through 2 high profile reputational issues, i.e. IICSA and a fundraising scandal
- **Digital:** Strategic lead for digital maturity, developing first strategy/delivery plan bringing together audience, comms, data, tech, and culture, delivering a 20% shift towards digital maturity in year 1. Responsibility for all digital comms channels including: website (47% increase in traffic), social media (90% increase in followers), and digital services for young people, e.g. piloted Microsoft's translation app
- **Partnerships and income:** Developed key partnerships, including working with the Department of Health to deliver the award-winning CSE, e-training platform Seen & Heard for £500k, (3.3 million health care professionals engaged, 94% increased their understanding of abuse, and 80% met their learning objectives, with a 9.1 Net Promoter Score), and a media partnership with The Guardian that raised £750k.

CONSULTANT/JAYNE+LTD/THE CHILDREN'S SOCIETY [August 2010 to April 2014]

ROLE: Founded successful consultancy to diversify my experience and work with a wider variety of sectors by providing stand-alone consultancy and leading consortium projects that brought together boutique agencies. Services included: marketing and brand strategy and campaign planning and implementation, with a bias towards digital and social media.

ACHIEVEMENTS:

- Developed digital plan for BBFC (British Board of Film Classification) increasing web traffic (53% increase in sessions | 100% increase in unique visitors), and their Twitter followers by 960%
- Successfully rebranded The Children's Society with a new vision, mission, values, behaviours, core thought "Hard Truths" and created their award-winning visual identity
- Recruited 35,000 Olympic volunteers for Team London within 6 weeks, exceeding targets
- Other clients included: Nat Cen Social Research, Jeeves the Dry Cleaners, Joe's ice cream, Hammersmith Council.

HEAD OF MARKETING – CITY HALL [Ken & Boris] - [April 2001 – August 2010]

ROLE: Reported to the Chief Exec, built the marketing team from 3 to 30+, managed a budget of £7 million+, and oversaw GLA Group Marketing (£100mil+) and was part of several mayoral management boards. Responsibility for: business planning, integrated external comms planning, delivery of external comms plans (TV, cinema, radio, outdoor, press, print, PR, direct mail, digital, events, exhibitions), managing a team delivering 50+ projects a month for London in addition to leading partnership working, commercial sponsorship, website development and a strong bias towards new/social media, within an audit compliant administration process and representing the team at public meetings including Scrutiny Committees.

ACHIEVEMENTS:

- **Crisis management:** Navigated a complex, political environment, as City Hall marketing lead including: responding to 7/7 bombings with 7 Million Londoners/1 London campaign developed in 48 hours and winning campaign of the year, setting up London Bombings Relief Fund in 48 hours raising £6million in 6 weeks and navigating the change in Mayoralty from Ken to Boris all were key moments
- **Integrated campaigns:** Delivered campaigns including: Recycle for London (67% awareness | 64% claimed behavioural change | 23% cut in landfill), Cabwise (100,000 texts in 2 years | a 50%+ reduction in illegal minicab sexual assaults), Winter Warmth (67% awareness, reduced winter death rates estimated at 6,000), Waterwise (91% awareness | 2% reduction of water consumed at the tap)
- **Digital:** Embraced digital as a public sector channel, led two web rebuilds over 8 years, launched first public sector e-newsletter for GLA Economics in 2001, developed the first public sector mobile phone app 2006 for Recycle for London, first location-based use of mobile in 2006 with Cabwise and one of the first political tweets by Boris from Beijing Olympics in 2008
- **Product development:** Developed CabWise London's first location-based taxi/minicab service, 6 years before Uber launched, developed a new, discounted home insulation offer creating 10,000 leads in 6 weeks (500% increase), introduced a light bulb amnesty for London, with 80,000 bulbs exchanged in 48 hours, saving 40,000 tonnes of CO2 and increasing footfall to B & Q by 2%
- **Events:** Delivered high profile events such as Royal Opening of City Hall, London's annual mass cycle event Skyride for 80,000+ (now Prudential Ride) in London, multiple People's Question Time for 1,000+, attendance at party conferences
- **Sponsorship:** Generated £1.5 million a year in commercial income, working to 5:1 ratio and created high profile sponsorships such as Zurich's award-winning sponsorship of Nelsons Column (£1million), Skyride (£550k x 4 years) and host city Olympic portfolio (£4.8million).

HEAD OF COMMUNICATIONS – Energy Saving Trust - [Sept 2000 – April 2001] – Freelancer

ROLE: Managed a team of 2 and a budget of £480,000 to develop and implement a new marketing strategy for the transport team, developed a new brand and digital assets, provided business planning support to the programme director, ultimately delivering £40million of DEFRA funding to kick start the alternative fuel car market, as evidenced with the thriving e vehicle sales we see today.

MARKETING & PUBLICITY MANAGER – Westminster City Council (WAES) - [May 1995 – Sept 2000]

ROLE: Managed a team of up to 7 and a budget of over £245,000, implemented a traditional 7 ps marketing strategy to create an audience-focused organisation and executed their award-winning annual communications plan, including their first website in 1997, only 2 years after the launch of the internet.

TOURISM MARKETING OFFICER – Vale of Glamorgan Council - [Oct 1994 – May 1995]

ROLE: Implemented the tourism strategy with a programme of PR, direct-mail, and industry-facing events, managing a budget of £125,000, a team of 2 and meeting brochure advertising sales targets.

MARKETING OFFICER – BBC\Broadcasting Support Services - [June 1992 – September 1994]

ROLE: Provided marketing and publishing support for a broad range of BBC social action programmes, e.g. Radio 4's In Touch.

VOLUNTEERING

Open Hands Reigate (food bank) - (2020/21) | People to People Solidarity (Refugee care packages) - (2015/2016)

EDUCATION AND QUALIFICATIONS

MSc Voluntary Sector Management 2020 | MA Marketing 2000 | BA (hons) Economic Analysis, History, and Policy | A Levels: Economics, Geography, English | O Levels (9)

PROFESSIONAL AWARDS HIGHLIGHTS (50+)

- BIMA (British Interactive Media Association) shortlisted for Seen & Heard training website, to help health care professionals spot the signs of abuse
- Transform Award for The Children's Society rebrand/shortlisted for Third Sector Rebrand of the Year
- Creative Pool award for CSE brand film "Growing Pains" highlighting the journey from happy 5-year-old to CSE victim
- Halo & EVCOM awards for short educational film for Seen & Heard, to raise health professionals awareness of the signs of CSE
- Campaign Readers Award for Best Poster 2006 for 7 Million Londoners, 1 London, later shortlisted for Ad of the Decade
- IPA Advertising Effectiveness Award (Silver), and IPA Best Use of Small Budget (Gold), Carlton Screen Advertising Award for our public information ad "Know what you are getting into..."
- Revolution Award for Mobile Technology for the introduction of a text service as part of the CABWISE campaign
- BIMA (British Interactive Media Association) shortlisted for Best Website for Planet DIY Repairs an environmental change website
- NMA (New Media Age) Award for Best Sports Website
- Best stand – Labour Conference 2003, Lib Dem Conference 2002, CBI Conference – 2001

PERSONAL DETAILS

Date of Birth: 22 January 1970

Status: Married

Nationality: British

REFERENCES

Professor Stephen Lee – CASS Business School – MSc Course Tutor

Matthew Reed – CEO - Marie Curie – CEO/Line Manager at The Children's Society

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