



Gillian Hart, MA

Nationality

British

Time in industry

35 years

Most Recent Assignment

Communications & Engagement Specialist, contracted to Sellafield Ltd

Qualifications & Certifications

- Master of Arts Marketing
- Journalism Proficiency (degree equivalent)
- Black Belt Internal Communications
- Managing Corporate Community Investment
- Certificate in Social Media

Professional Memberships

- International Association
- of Business Communicators
- Institute of Internal
- Communications

E: gill@strengtheningpractice.co.uk

M: +44 (0)781 5115 842

O: +44 (0)1900 822 458

www.linkedin.com/in/gillian-hart-795b2386



FOX & ASSOCIATES

Communications & Engagement Specialist

With more than 30 years of communications and corporate affairs experience as a senior leader / director, I have been responsible for delivering corporate objectives by devising and implementing strategic internal and external communications, for managing stakeholder and media relationships, for providing leadership around the integrity of the brand and campaigns for its enhancement, while minimising risk and advancing corporate reputation.

Where I believe I add value is having an extensive mix of best practice private sector expertise, alongside the knowledge and pragmatism of having worked in a strict statutory environment, under the spotlight of political and media scrutiny, while securing stakeholder understanding, agreement and advocacy.

As a former journalist and creative storyteller, I capitalise on empathy and emotional intelligence to shape meaningful and accessible narratives. Calm under pressure, I am skilled at targeting these narratives to cut through the noise, particularly during periods of change and uncertainty, to secure clarity for all internal and external stakeholders, while supporting colleagues to understand corporate strategy, their roles and to fulfil their potential in the workplace.

As a consultant, required to meet demanding objectives but with a limited time to achieve tangible results, it is critical I always hit the floor running and I believe my experience in this area showcases my strengths in that I can build relationships quickly, can network effectively, am flexible and can adapt my style to fit in with any team dynamic yet am equally comfortable working alone.

While achieving a credible record of success in my career to date, I also take pride in consistently demonstrating I provide reliable counsel as a trusted adviser, able to maintain good humour and a positive results-driven attitude throughout.

Key areas of expertise

- ❖ Development of comprehensive communications strategies
- ❖ Meaningful and cost-effective implementation of tactical plans
- ❖ Stakeholder engagement including press relations
- ❖ Reputation and crisis management
- ❖ Brand management
- ❖ Narrative and content creation for cascade through traditional and digital/social channels
- ❖ Translation of corporate strategy into accessible objectives to create line of sight for all employees and stakeholders

Fox & Associates Consulting Ltd

12 Market Place, Cockermouth, Cumberland, CA13 9NQ, United Kingdom
Company registered in England and Wales No. 6952954



Project History & Experience

2021 – present

Fox & Associates Consulting Limited / Sellafield Ltd, Cumbria

Communications & Engagement Consultant

- Currently providing expert strategic communications advice to Sellafield Ltd to support in the planning and implementation of £4bn+ infrastructure improvement projects
 - Defining tactical communications activity to engage internal and external stakeholders while remaining compliant within the strict constraints of the legislated nuclear industry
 - Creating compelling narratives and collateral to raise and maintain awareness of future high-profile activity.
-

2018 – 2021

Pitch Perfect Communications

Communications & Engagement Consultant

- Wirral Council: Developed communications for the regeneration of the waterfront, delivering wide-scale campaigns to engage the community, MPs and Government and other key stakeholders
 - Teva Pharmaceuticals: Partnered with various functions to improve engagement and provided ongoing mentoring support to the senior leadership of the UK & Ireland Communications team
 - Keeler Ophthalmics: Worked with the UK Board to define policy and to implement a dynamic customer-centric strategy to build global awareness, drive sales and to secure employee engagement in line with new ways of working
 - Suez Recycling and Recovery UK: Short-term contract to provide communications support (PR/awards/briefings/etc.) to in-house team
 - Travelport International: Applied expertise to achieve global business and people transformation objectives and to embed the employer brand, securing employee engagement during a period of organisational and cultural change, while advancing the people agenda through the introduction of a new vision and values set and an innovative reward and recognition scheme hosted by US provider Globoforce and a weekly online engagement and analytics tool, achieving optional sign-up rate of 95%.
-

2016 – 2018

Yorkshire Ambulance Service NHS Trust

(Interim) Director of Communications & Engagement

- Defined and implemented strategy to address high-profile media scrutiny, politically sensitive public and government affairs issues, crisis management and to foster improved relationships with trade unions
 - Devised, led and delivered a best-practice, integrated communications strategy to increase employee engagement for the geographically dispersed workforce, supporting long-term business aspirations
 - Provided a platform for clear leadership and continuous improvement across the Trust by creating effective, measurable, two-way communications and engagement activity, which underpinned business-as-usual and a comprehensive organisational change programme
 - Developed and embedded a new corporate vision and values set in the organisation to foster a cultural transformation, reflecting good corporate behaviours and ambitious diversity and inclusion principles
 - Acted as custodian of the brand with responsibility for amplifying the profile and reputation of YAS at regional, national and international level by building a meaningful brand story for all audiences
 - Enhanced the digital and social media capability and resource across the Trust Provided motivational leadership and development for a high-energy Communications team.
-



2012 – 2016

Pitch Perfect Communications

Communications & Engagement Consultant

- Manchester Airports Group: Managed IT transformation project communications, securing employee and third-party engagement
- Newton Europe Management Consultants for ASDA/IPL:
 - Designed and implemented strategic communications for a major organisational change programme within the supply chain operations of the Asda business, securing stakeholder and employee engagement
 - Managed the stakeholder engagement process to ensure buy-in to the change programme from Executive to the shop floor (overcoming language barriers of 56 nationalities and four shift patterns)
- NPower: Reviewed customer communications collateral, including written and call centre contact, as part of a wide-ranging improvement programme to increase customer satisfaction, mindful of the regulatory environment and reputational impact
- Unilever: Defined a new strategic direction for communications to support business objectives, securing employee engagement during significant investment in a new factory build and 125th anniversary celebrations
- Enterprise PLC: (utilities & government contracts): Devised communications approach to support the business, improve employee engagement and manage press speculation ahead of and through the sale of the company

2009 – 2012

Shop Direct Group/The Very Group

Group Head of Communications & Engagement (UK & International)

- Responsible for all internal and external communications activity: defined scope, structured team and determined cross-functional approach and ways of working to meet the needs of a fast-paced business
- Devised and implemented PR, investor relations and stakeholder strategy to communicate company's financial reporting and commercial and cultural objectives for its retail and financial services businesses (head office, contact centres, warehousing and overseas)
- Planned and delivered effective internal communications campaigns, facilitating two-way dialogue across the SDG national and international estate, using traditional (town halls/ SLT meetings/annual conferences/events etc) and digital channels for BAU and change activity
- Supported HR on the development of a "great place to work" by embedding the vision and values into the organisation's DNA
- Led on all organisational change communications projects including outsourcing of key business functions and integration of strategic partnerships with third parties
- Acted as spokesperson and managed media relations to promote the corporate credentials of the business while creating an influential platform for the Executive team to drive thought-leadership in the retail and online space
- Crisis communications (high interest rates/complaints/product recall issues etc)
- Marketing project management such as new brand development for Very and re-launch of Woolworths online (driving a million visitors to website ahead of go-live date)
- Led PR activity to launch Very brand into US and Europe
- Implemented new community programme and defined strategic direction of CSR activity to improve corporate reputation, focusing on employee volunteering and sustainability issues including ethical product manufacture, energy consumption and transport policy



-
- Managed the Communications team, budget (£1.2m per year), PR agencies and suppliers.
-

2006 – 2009

B&Q

Head of CSR Communications

- Managed internal and external campaigns and events to raise brand awareness and to promote product and policy (£1m budget) to the media, thereby securing customer engagement policy (£1m budget) to the media, thereby securing customer engagement and loyalty
 - Provided advice on messaging and prepared communication materials for the CEO and Board on reputational issues including diversity and employment and ethical sourcing
 - Managed media relationships and crisis communications, acting as point-of-contact for all press
 - Managed public affairs programme to re-invigorate Government relationships, hosting MP receptions at the House of Commons to lobby for change in legislation (environmental issues/workplace diversity)
 - Reviewed, revised and implemented new CSR/community development programme.
-

1989 – 2006

GSH Group PLC: Communications Director

Barclays: Communications Consultant

Vivid Marketing: Communications Account Director

Daily Star (Express Newspapers): Sub-Editor

HSBC: Communications & CSR Manager

Marks & Spencer PLC: Senior Manager, Communications & CSR

City of Liverpool: Principal Officer, PR & Communications

Express Newspapers: Senior Journalist
