
Paul Jones

Address Line 1, Address Line 2, Milton Keynes, Post Code (UK)

T: +44 (0)1908 123456. M: 07729123456.

E: pauljones123@email.com

COMMUNICATIONS & PUBLIC AFFAIRS

Development of Media, PR and Information Strategies.

Seasoned ability to develop communications products for global audiences: achieving organisations' communications objectives through the design and implementation of communication activities involving advertising, public/media relations, direct mail, Internet, publications, crisis management, events, sponsorship etc.

Raising organisations' profiles through branding and the production/dissemination of quality information products and services in various formats (the Web, CD-ROM, broadcast and print, etc).

Overseeing all communications activities including market research, dissemination, planning and monitoring. Promoting media understanding and interest in organisation's programs whilst providing communication advice and improving reporting systems.

Dedicated focus on customer service; knowledge of contemporary issues in the developing world; harmonised communication activities across departments that have ensured synergy with corporate objectives. Designed tools to improve the monitoring of communication programs.

AREAS OF EXPERTISE

- Strategic Planning
- Public information campaigns
- Political Awareness
- Research and Training
- Major campaign management
- Information Dissemination
- Multi-media Communications
- Public Relations & Advocacy
- Team Leadership & Negotiation
- Editing and Publishing
- Project Management
- Website Development
- Diversity & Consulting
- Computer Literacy
- Resource Management

PROFESSIONAL DEVELOPMENT

MSc.	International Marketing	1994 - 95
BSc. (Hons)	Renewable Natural Resources Management	1986 - 89
CAM Certificate	Communication / Advertising / Marketing (Foundation)	1995 - 96
MCIPR	Member of the Chartered Institute of Public Relations	1995 -
MCIM	Member of the Chartered Institute of Marketing	1995 -
Current studies	MSc Development Management, (Open University)	2004 -

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

COMMUNICATIONS AND MARKETING OFFICER

Sep 03 - Present

Write Company A Here

- **As Official Spokesperson:** advising the Mayor, cabinet members, heads of departments and relevant officers on a range of public affairs and communication issues.
 - **As Communication Focal Point:** overseeing the delivery of the Local Education Authority's communications programmes including media relations, events organisation, policy initiatives, crisis communication, stakeholder relations, Internet based communications and publications.
 - Implemented and developed communications and media strategies for a variety of services.
 - **As Public Information Officer:** Led the strategic planning, development and implementation of large, complex communications campaigns (e.g. public information programmes on broad-reaching subject specific issues, etc.)
 - Advised senior mission and public information staff on a range of public affairs issues, methods and approaches.
 - Developed strategic partnerships with key constituencies that elicited support and maximized promotional objectives.
 - Oversaw the preparation of a diverse range of information communications products in support of major campaign initiatives.
 - Built information networks; planned and developed outreach activities.
 - **As Staff Trainer/Developer:** evaluated training programmes for staff and trained staff on media and communication techniques.
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PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

- Organised press conferences, seminars, exhibitions and media interviews.
- Researched, designed, wrote and produced quality communication materials. Thereafter, disseminated to the civil society groups and the general public in print and electronic formats.
- Developed relationships with strategic media and communications partners, stakeholders and the wider community to facilitate the delivery and dissemination of public information.
- Managing the organisation's external and internal websites (Intranet).
- Commissioned and managed external agencies.

COMMUNICATIONS CONSULTANT

Apr 01 - Sep 03

Write Company B Here

- Designed and implemented integrated public relations and communication strategies.
- Conceptualised, researched and wrote public information materials, managed their design, production and disseminated to civil society groups and the public in print, TV and electronic formats.
- Organised conferences, media interviews and other events.
- Enhanced the organisation's communication objectives by initiating and developing an external network of communication partners.
- Project-managed the researching and drafting of updates and additions for the website.
- Managed external agencies in the production of public information materials.
- Project-managed the implementation of the corporate re-branding programme that ensured all communication outputs conformed to the corporate identity.

MARKETING AND COMMUNICATIONS CO-ORDINATOR

Jul 00 - Nov 00

Write Company C Here

- Project managed conferences, exhibitions, launches, campaigns and media interviews.
- Designed and implemented integrated marketing communications and media relations strategies.
- Designed, produced and disseminated communications products through various media.
- Developed effective external networks and partnerships to promote organisation's messages and improved their reputation amongst key target groups.
- Improved internal communications by project managing communications programs.

COMMUNICATIONS CONSULTANT

1994 - 00

Write Company D Here

- Designed and implemented media and communication programmes involving advertising, public relations, publications and Internet based communications for various audiences.
- Assisted client organisations to establish and run websites and e-communication programmes.
- Conceptualised and implemented communication strategies to brand services.
- Project-managed the design, production and dissemination of communication materials to various audiences through print, CD-ROM, video and Web.
- Organised information events such as press briefings, seminars, conferences and exhibitions.
- Exceeded targets through effective management, development and motivating a team of staff.
- Trained client organisations in media interview techniques.

EARLY CAREER SUMMARY:

Supported Housing Officer	English Churches Housing Group, London	1991 - 94
National Service Officer	Environmental Protection Council	1989 - 90

PUBLICATIONS:

- Why non-profit making organisations should be marketing-oriented.
- The Socio-economic survey of Artisanal fishermen in West Africa, Guide To Handling Media Interviews
- London Mayoral Elections: Case study: Welcome to Milton Keynes - a guide for new residents.

Status: Married. *Born:* 1968. Languages: Fluent English; Intermediate knowledge of French.