

Curriculum Vitae – Caroline McCoubrey

Objective

I am an ambitious and determined professional with over 18 years of experience in the field of Marketing and Communications. I am a hard working individual, and passionate about the work of the voluntary and community sector.

Key Attributes

- ✓ Over 18 years marketing and communications experience, including B2B, B2C, Public sector and the third sector.
- ✓ Knowledge and CIM Level 6 qualifications attained in online marketing techniques including web, eNewsletters and social media.
- ✓ Knowledge of working with external agencies including design, print, event and PR agencies.
- ✓ Extensive experience of print and media marketing
- ✓ Event management experience, from large conferences to exhibitions
- ✓ Competent in Microsoft Office, Outlook, CRM, social media (Facebook, Twitter, LinkedIn) and website tools, direct mail technology (mail chimp), video editing software (Microsoft Movie Maker, Moovly).
- ✓ Experience of managing large and small re-branding projects
- ✓ Ability to effectively prioritise, organise, plan and schedule activities and resources
- ✓ Ability to work within budgets, adhering to procurement and funding policies
- ✓ Confident, committed, flexible and enthusiastic nature.

Employment History

Employer's name and address: Action Mental Health, 27 Jubilee Road, Newtownards, BT23 4YH

From (month/year) to (month/year): December 2013 to October 2016

Job title: Communications Officer – Together For You

Salary: £25,091

Duties included:

- To co-ordinate and manage all communications and marketing elements of the £3million Big Lottery Fund partnership project Together For You
- To develop effective relationships with all Together For You partners and subcontractors in order to deliver the communications requirements of the contract.
- To develop promotional literature and materials for the partnership
- To proactively create PR and news stories regarding Together For You events, case studies and project activities
- To capture video and written case studies for the partnership
- To develop the Together For You website and ensure that it is regularly updated
- To manage the Together For You social media accounts (Facebook and Twitter), and to develop and circulate eNewsletters, including growing circulation numbers.
- To event manage key events including stakeholder meetings, workshops and three large conferences for the partnership.
- To manage marketing spend, ensuring procurement in line with funding and organisational requirements.

Other duties while at Action Mental Health included a major branding project of Healthy Me, including video case studies and production of promotional materials, training materials, literature and animated videos for use in primary schools.

Reason for leaving: Role was a 3 year fixed term contract

Employer's name and address: NICVA, 61 Duncairn Gardens, Belfast, BT15 2GB

From (month/year) to (month/year): September 2008 to September 2013

Job title: Information and Communication Manager

Salary: £32,000

Duties included:

- To manage all incoming, outgoing and internal information and communication via all NICVA communication channels, including social media.
- To plan and manage events, including large scale conferences.

- To develop, co-ordinate and implement PR, media and communications strategies for NICVA in order to increase the profile of the organisation.
- To manage marketing and lead generation lists via database (Microsoft CRM).
- To ensure quality standards are maintained in production of all information eg to manage the editing, publication and printing of all publications including Annual Report and State of the Sector Almanac.
- To manage marketing elements of funding projects, including budget, measuring impact and reporting on results.
- To deliver ILM Marketing training to other voluntary and community organisations.
- To manage the Information and Communication Team, which included web editor, information officer and membership officer, overseeing production of printed and electronic newsletters and other direct mail communications.
- To manage the membership function, and to assist in the development and implementation of a membership marketing plan.

Reason for leaving: Role made redundant.

Employer's name and address: Westfield Shopping Towns Ltd, CastleCourt Shopping Centre, Royal Avenue, Belfast, BT1 1DD

From (month/year) to (month/year): January 2006 to September 2008

Position held: Marketing Manager

Salary: £30,000

Duties included:

- Management and co-ordination of all marketing activities for CastleCourt Shopping Centre and Sprucefield Park, Lisburn.
- Strategic planning of marketing activities, working in conjunction with Westfield Head Office, London.
- Maintaining internal retailer relations and external relations with key stakeholders including Belfast City Centre Management, Belfast City Council, Lisburn Council and Belfast Visitor Convention Bureau.
- Management of all external communication including printed collateral, direct mail pieces, website, TV and outdoor media campaigns.
- Responsible for all PR activities for the centre.
- Planning and implementation of high level events including Belfast City Centre Santa Parade and fashion shows.
- Ownership of the planning, budgeting, forecasting and reporting of marketing spend to Head Office in London.
- Management of customer relations team, and duty manager responsibilities.

Reason for leaving: Desire to work within the voluntary and community sector.

Employer's name and address: Castlereagh Borough Council, Dundonald Ice Bowl, Old Belfast Road, Dundonald, Belfast.

From (month/year) to (month/year): January 2004 to January 2006

Position held: Marketing Development Officer

Salary: £25,000

Duties included:

- Planning and organisation of all marketing activities within the entertainment centre, including the promotion of the ice rink, bowling alley and indoor play area via website, direct mail, advertising, printed collateral and PR.
- Planning and management of all events held at the Ice Bowl, large and small.
- Management of in-house team, including sales co-ordinator, event co-ordinator and casual marketing and sales staff.
- Worked on two large scale re-branding exercises following major refurbishment of the centre, which included TV, cinema, radio, outdoor advertising, printed collateral and PR activities including the organisation of a launch event.

Reason for leaving: Career progression

Gap in career: July 2003 – December 2003: 6 months volunteering programme in Kenya.

Employer's name and address: Civica Services Ltd, 2 Burston Road, Putney, London, SW15 6AR.

From (month/year) to (month/year): November 2000 to July 2003.

Position held: Marketing Manager

Salary: £24,000

Duties included:

- Management of all marketing activities for Civica including copy, design and print of company collateral, web copy and internal communication.
- Responsible for maintaining relationships with external software houses, including Microsoft, VERITAS, Computer Associates and Macromedia etc, including international contacts in US and Australia.
- Responsible for organising and designing exhibition spaces at large IT and Education Trade shows.
- Management and co-ordination of numerous projects including major re-branding exercise following company name change and project launch of new online purchasing website. All projects involved project management, budget management and market research.

Reason for leaving: Re-locating back to Northern Ireland.

Education and Professional Development

2015 – 2016 AVADO (Home Learning College) England

CIM Certified Diploma: CAM (Communications, Advertising and Marketing Foundation) Diploma in Digital Marketing (Level 6 CIM qualification)

2003 - 2006 Cheltenham Tutorial College (Home Learning College) England

CIM: Professional Diploma in Marketing Level 6 qualification

1999 – 2000 Strathclyde Graduate Business School Scotland

MSc in Business Information Technology Systems: Pass with distinction in dissertation

- Dissertation: A study of wireless application technology within a distance learning environment.
- Modules included: Managing the Business (Marketing, Finance, Accounting, Operations, Organisational Behaviour), Managing Business Processes (Business Strategy, Strategic change), Computing (Microsoft packages inc word, excel, access, Front Page web design).

1995 – 1999 Glasgow University Scotland

MA Joint Honours in Economics and Management Studies: Upper second class degree

- Management Studies: Marketing, Business Strategy, International Management
- Economics: Business economics, Macroeconomics, Microeconomics, econometrics
- Dissertation: Market research project and consultancy report for a small business.

1993 – 1995

- A level: Geography A; Economics B; Computing C
- GCSE's: 4 A's; 5 B's; 1 C

Personal Details

Date of Birth: 09-11-1976

Marital Status:

Married

E-mail: mccoubreycaroline@gmail.com

Mobile No.:

07834 278 045

Address: 15 Raglan Road, Bangor, Co.Down, Northern Ireland, BT20 3TL

Driving License: Clean/Full

References - Excellent references available upon request