

SARAH ILLINGWORTH

Email: sarah@sarahillingworth.com

Web: sarahillingworth.com

Physical: Manchester, UK

TOOLS

I am familiar with Wordpress, Pure, Buffer, Mailchimp, Slack, IFTTT, Sandglaz, Riot, Discord, Zoom, Semaphore, Trello, Sprout Social, Hootsuite, Tweetdeck, Microsoft Office, and all major social media platforms and their native analytics mechanisms.

RECENT EXPERIENCE

Editorial & Communications Consultant, Global Development Institute, the University of Manchester (September 2015-current)

I have completed a number of short-term contracts with GDI, the most significant being a 6-month communications role with the DFID-funded [Effective States and Inclusive Development](#) research project. I designed and produced online content (blogs, podcasts, video, infographics), created and managed media and key stakeholder lists, and managed related social media channels and events.

Other assignments have included content creation and social media management for the [International Research Initiative on Brazil and Africa \(IRIBA\)](#), facilitating a full transfer of the [Nexus for ICTS, Climate Change and Development](#) (NICCD) website to a Wordpress backend, and commissioning and copy editing a [marketing brochure](#) promoting the University's Global Inequalities research beacon. I filled a 3-month parental leave cover for the Communications Director in 2015, and continue to support the inhouse communications team on an ad hoc basis.

Communications Director and Party Secretary, the Internet Party (March-July 2017)

I filled these roles for the Internet Party's 2017 New Zealand general election campaign. Working remotely from Manchester, I established and maintained media relationships, wrote and edited marketing copy and press releases, and contributed to overall brand development, graphic design and a website build. I supported the Party leader in their responsibilities, including through managing internal Party and Party Executive communications, and managed the Party's communications with, and responsibilities to the NZ Electoral Commission.

Research Assistant & Communications Consultant, Sheffield Institute for International Development, the University of Sheffield (March 2016-May 2017)

I was Research Assistant on a project titled '[Mapping the UK's Development NGO sector](#)'. The role involved creating and populating a database of operational, including financial, information related to UK-based NGOs, and conducting data analysis. I also updated and copy-edited the project website, and shared our findings via social media, and directly with key stakeholders. SIID subsequently engaged me as a Communications Consultant, to develop brand identity materials and a communications strategy designed to strengthen their online presence. This involved establishing a cohesive voice for the

Institute's official social media channels, and training academics in how to develop a social media persona and following, to raise their public profile and increase research impact.

Editor, Impolitikal (May 2014-current)

I coordinate and direct our 4-person, international [editorial team](#); source and create content; oversee brand and business development; manage relationships with our contributors and other stakeholders; organise and document events; and manage our email list and social media channels. I work closely with all contributors to edit their work, and assist in developing their writing style.

Editorial board, *Reimagining journalism in Aotearoa New Zealand* (December 2015-August 2016)

I was on the editorial board of [Don't dream it's over: Reimagining journalism in Aotearoa New Zealand](#), a collection of essays from 30 established New Zealand media practitioners and academic commentators, looking at the challenges and possibilities shaping journalism in NZ in a digital age. My involvement included drawing on personal connections to source contributions; providing editorial feedback on every submission; close editing; researching and contributing a chapter of my own.

Relationship Development intern, Oxfam New Zealand (February-June 2012)

My responsibilities during this unpaid internship included researching and approaching potential high level donors; assisting with the development of fundraising materials targeting high level donors; drafting grant applications; compiling and editing case studies and copy for supporter communications; administrative support; compiling media lists; assisting with event organisation.

Content editor, 247girl.co.nz (2008-2012)

Responsibilities included sourcing and authoring articles, interviews, polls and quizzes on topics related to health, lifestyle and entertainment; scheduling and publishing written content and imagery; facilitating competitions; social media management.

Editor (digital products), Satellite Media (2004-2008)

I was a content creator and editor for the Satellite Media-owned digital outlets Ripitup.co.nz and Back2basics.co.nz; online and interactive content designer for a range of commercial clients, including Vodafone NZ and AU, iTunes NZ, Sounds music stores and Coca Cola NZ (Coke.co.nz and Cokefridge.co.nz). Responsibilities included sourcing and authoring articles, interviews and other interactive content; client liaison; scheduling and publishing content, including imagery; managing competitions.

Freelance journalist (November 2003-current)

I have contributed to a range of print and online outlets, including: [Huffington Post](#); *Zenith* magazine; [Flight Centre NZ](#); *Monocle* magazine; *Catalogue* magazine; The Spinoff; The Wireless; *NZ Herald*; Localist NZ; *Auckland Live*; *Rip it Up* magazine; *Good* magazine (NZ); *NO* magazine; *Back2Basics* magazine; *Real Groove* magazine. Examples of my feature work [can be found here](#).

ADDITIONAL EXPERIENCE

I have commissioned, produced and edited content and copy; built Wordpress sites; coordinated social media outreach; produced and managed events; coordinated publicity schedules; and conducted PR outreach for a range of other clients in a freelance capacity (pro bono and paid). I fulfilled short term contracts as a Marketing and Promotions Assistant for Universal Music NZ (2006), Warner Music NZ (2003) and 95bFM, NZ (2004).

ACADEMIC QUALIFICATIONS

MSc, Poverty & Development [Economics stream], the University of Manchester (2014-2015)

Postgraduate Diploma (Distinction) Development Studies, the University of Auckland (2012-2013)

Bachelor of Communication Studies [maj. Radio], Auckland University of Technology (2000-2003)

References available on request.