

## SARAH ILLINGWORTH

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### TOOLS

I have a sound working knowledge of Wordpress, Mailchimp, Buffer, Slack, SharePoint, Pure, Sprout Social, Hootsuite, Tweetdeck, Microsoft Office, and all major social media platforms and their native analytics mechanisms.

### RECENT

#### **Communications Manager, Learning and Teaching Innovation, the Open University (March 2018-March 2019)**

This role saw me lead on internal communications for the University's 450-person Translation department, which oversaw the procurement, development and production, and delivery of the OU's many distance learning modules, as well as its free learning site Openlearn.com. I also led on the University's National Student Survey (NSS) campaign, and supporting work in relation to increasing student satisfaction and improving the student journey — as well as internal campaigns around corporate and commercial projects, including the OU's FutureLearn offering, its BBC partnership and the DfE-funded Bringing Learning to Life project.

#### **Various (Editorial & Communications), Global Development Institute, the University of Manchester (September 2015-January 2018)**

I have completed a number of short-term contracts with GDI, including 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.

#### **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 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-May 2018)**

I founded and launched Impolitikal in May 2014, and as Editor coordinated and directed our four-person, international [editorial team](#); sourced and created content; oversaw brand and business development; managed relationships with our contributors and other stakeholders; organised and documented events; and managed our email list and social media channels. I worked closely with all contributors — primarily academics, journalists and policymakers — to edit their work, and assist in developing their writing style.

#### **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.

#### **Editorial board, *Don't dream it's over: Reimagining journalism in Aotearoa New Zealand* (December 2015-August 2016)**

[This collection of essays](#) from 30 New Zealand media practitioners and commentators looked at the challenges and possibilities shaping journalism in NZ in a digital age. I drew on personal connections to source contributions; close edited and provided editorial feedback on each submission; and contributed a chapter of my own.

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

My responsibilities included scoping and approaching high level donors; assisting with the development of fundraising materials; 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, and editor 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 variety 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. I fulfilled short-term contracts as a Marketing and Promotions Assistant for Universal Music NZ (2006), Warner Music NZ (2003) and 95bFM, NZ (2004). I also occasionally proofread and offer editorial guidance on things like dissertations for postgrad students.

### **ACADEMIC QUALIFICATIONS**

MSc, Poverty & Development [Economics], 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)