

# **SIMON WAKEMAN BA(Hons) DipM Dip CIPR MCIM MCIPR Chartered Marketer**

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## **Medway Council - August 2004 onwards**

Medway Council is a unitary local authority in Kent and provides local government services for more than 250,000 people. I have worked on marketing and PR programmes for areas as diverse as recycling, reducing carbon emissions, tourism, events, festivals, theatres and leisure centres.

## **Head of Marketing - November 2007 onwards**

In 2007 I led a complete review of all the council's marketing and public relations activities. As a result of this review I was promoted to a new role overseeing all of the council's marketing, including responsibility for the council's marketing spending and an expanded team of seventeen. My achievements so far in this role include:

- Operating effectively at a senior level with council staff and elected members to secure acceptance for the review's recommendations and their effective implementation.
- Leading the transition to a centralised marketing team and leading a restructure of the broader communications team to ensure the roles within the team support the effective delivery of marketing and public relations.
- Identifying significant benefits for the council from adopting innovative and joined-up approaches to its marketing and implementing action plans to realise these benefits as quickly as possible.
- Developing an outline strategy and budget for all the council's marketing programmes for 2008, and developing detailed campaign plans for each strand for delivery through the new centralised team. These plans include using a wide range of traditional and new marketing channels appropriate to the marketing objectives for each campaign.

## **Marketing and PR Manager - August 2004 to November 2007**

I managed an eleven-strong team plus several freelance staff and was responsible for corporate marketing, public relations, websites and in-house graphic design. My main achievements in this role included:

- Developing service marketing and PR strategies that took account of national research and local insight to help council services achieve their performance targets. The role included responsibility for managing these strategies through to delivery and ensuring all activities were adequately evaluated.
- Building strong working relationships with internal contacts at all levels as well as external partners. These relationships have helped me increase the quality and effectiveness of marketing and communications throughout the organisation.
- Managing the relaunch of the council's magazine - Medway Matters. This is delivered to 113,000 households in Medway bi-monthly and is a key communications channel for the council. Project activities included customer research, securing senior executive and elected member support, redesign, new editorial style and policy, negotiating advertising space as well as print and distribution management.
- Launching the UK's first local authority podcast. The Mixit Podcast is part of the council's communications mix for young people in Medway and is recognised as a national case study in the use of social media in local government.
- Leading the creation of new council brand and style, including working with council services and residents to ensure buy-in, promotion of the new guidelines and introduction of a brand quality programme to ensure consistent and appropriate use of the council's identity.

## **Enterprise IG - Account Director - January 2004 to August 2004 (short term contract)**

Enterprise IG, a part of the WPP network, is a brand design and marketing agency employing over 650 people worldwide. I was responsible for providing marketing consultancy and managing senior client relationships with large corporate clients such as BP, Vodafone and SABMiller. I was responsible for developing new branding and design business opportunities and ensuring client projects were delivered on brief, within budget and profitably. My key achievements in this role included:

- Pitching for and winning a design and marketing communications project for BP International. The original project budget was £350k, although I then secured additional work from BP due to the strength of the relationship developed.
- Working with digital creative designers to develop a new digital design business proposition and marketing this to new and existing clients. This generated additional revenue from existing agency clients.
- Winning and managing a project to develop a global identity and strategy for the Vodafone global internal communications team. This team is responsible for communicating with Vodafone employees in over 25 countries. The project included naming, creative look and feel and development of internal communications resources such as a magazine, newsletter, intranet site and desktop notification tool.

## **Egg - May 2001 to January 2004**

Egg is an online provider of financial products and services. Since launching in 1998 Egg achieved significant market share in UK credit cards through strong product propositions, brand positioning and innovative marketing.

## **Marketing and Customer Experience Manager - December 2002 to January 2004**

I was promoted to this role in December 2002. I was responsible for strategic development and delivery of new marketing and communications propositions. Having secured senior backing for the strategies, I was responsible for managing a team of seven to

successfully deliver the marketing activities. The work encompassed a wide range of areas including traditional and online marketing channels, PR and the development of commercial partnerships. My key achievements included:

- Successfully developing and delivering a new customer acquisition and introduction process for the Egg credit card. This included creating new customer acquisition marketing activity, customer information collateral, and other print materials. I managed my team to deliver all communications activities within budget. The objectives for the work were exceeded. We delivered an 11% sales conversion uplift and a 15% increase in brand consideration for the credit card brand. Customer satisfaction levels also improved significantly following the launch.
- Managing the launch of marketing activity for a major new online service in late 2003. This included developing brand positioning and marketing strategy for the service, new direct mail and email campaigns, instructional materials/brochures.

#### **Channel Marketing Manager - May 2001 to November 2002**

In this role I worked in a team responsible for marketing activity on Egg's digital business channels. These included the Egg website, email, digital television and mobile services. I worked with Product Management teams to develop and implement integrated offline and online marketing communications campaigns. This included responsibility for selecting and briefing agencies, managing agency relationships and delivering campaign activities with them.

I also researched, developed and managed the delivery of new marketing business channels and concepts. This work included modelling business cases, trialling and testing concepts and taking responsibility for budgets and plans. I managed ongoing commercial relationships with agencies, suppliers and partners including a £1.6m pa relationship with BSkyB. My key achievements in this role included:

- Developing and implementing Egg channel marketing strategy. This was a strategic evaluation of all channel plans and activity and influenced heavily the overall Egg marketing and development programme for 2002/3.
- Developing Egg's digital television channel strategy. As a result of this I renegotiated of Egg's contract with Sky generating £700k pa benefit for Egg. I managed the project to launch the new customer marketing proposition and digital television service that supported this strategy.

#### **Open Interactive - Content Partner Marketing Manager - March 2000 to May 2001**

Open provided digital interactive TV services to over 5m homes in the UK and is now part of Sky Digital. I was responsible for managing marketing activity for retailers on the Open service. The role included:

- Responsibility for developing marketing activities including TV, radio, press campaigns, interactive television services and adverts, e-commerce marketing and DM. I was responsible for briefing and implementing campaigns, managing budgets and post-campaign evaluation.
- Recruiting and line managing a new team of four new marketing executives.
- Leading strategic marketing analysis and planning based on market information, sales data and corporate strategies. This work led directly to the creation of a new £1.6m Christmas retail campaign for interactive television services in 2000 and the strategic redevelopment of several iTV retail services.

#### **The Boots Company PLC - September 1998 to March 2000**

I joined the Boots graduate training scheme in September 1998 and left at the end of the scheme in 2000. The scheme included training in management, marketing and business IT skills. During the scheme I undertook marketing management placements in different parts of the company including working as Analysis Manager (e-commerce), Sales and Merchandise Manager (Bluewater store) and Assistant Product Manager (dental products).

#### **EDUCATION**

CIPR Diploma in Public Relations	-	The PR Academy, 2007-8
CIM Postgraduate Diploma in Marketing	-	RRC Business Training, 2002
CIM Advanced Certificate in Marketing	-	Cambridge Marketing College, 2000
BA Geography (Hons) 2:1 Classification	-	University Of Nottingham, 1995-1998
• key subjects included economic and industrial geography, GIS, marketing and economics		
A - Levels	-	Exeter School, Exeter 1992-1994
• Economics (A), Chemistry (A), Geography (A)		
GCSEs	-	Exeter School, Exeter 1987-1992
• 11 subjects at A grade (including Mathematics and English)		

#### **ADDITIONAL INFORMATION**

I developed my first personal website ([www.simonwakeman.com](http://www.simonwakeman.com)) in 2001, and have since developed it further as a successful blog which is ranked in the top 350 marketing and PR blogs worldwide. I have a number of freelance clients and also help run an internet and marketing agency ([www.tinderhouse.com](http://www.tinderhouse.com)) which I co-founded in 2003.

I achieved Chartered Marketer status in July 2004 and am now working towards CIPR Accredited Practitioner status. I am a CIM full member and a CIPR member. I have served on the CIM Kent branch committee since 2000 and have been responsible for organising events for marketers in Kent. I have also presented regularly at events and conferences in London, Kent and the north-east.