

Lucy Lawrenson

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— Communications Manager, UKCDR —

Passionate and agile communications professional with first-hand experience of UKCDR. Having honed my professional skills as UKCDR's Communications Assistant and led several key communications activities, I look forward to managing the strategic evolution of UKCDR's entire communications portfolio.

Key qualifications include:

- Institutional knowledge of UKCDR and vision for how to align communications activities with 2022- 2025 Strategy
- Strong background in copywriting and content management within UKCDR and beyond
- Experience of managing external relationships, including with UK research funders, NGOs, and research communities
- Demonstrable experience of managing multiple projects simultaneously and producing high-quality outputs in a fast-paced environment, with PRINCE2 certification in project management
- Knowledge of UKCDR networks and additional language skills in French and Spanish to help organisation expand its networks and partnerships

Professional Experience

COMMUNICATIONS ASSISTANT, UKCDR, London (January 2022 – present)

Selected contributions:

- Led all communications activities for COVID CIRCLE programme (legacy) and currently lead communications across UKCDR's portfolio (acting capacity)
- Demonstrable experience of planning and delivering multi-channel digital campaigns
- Regularly lead on developing and disseminating communications materials, including news articles, press releases, blog posts, and infographics
- Commission, and edit web content in collaboration with colleagues from UKCDR, GloPID-R, IDS, and more
- Manage content on the UKCDR website, liaise with website designers, and monitor engagement with UKCDR's multi-channel digital presence
- Experience of drafting remarks for COVID CIRCLE team, UKCDR Executive Director, and SCOR Board Chair
- Regularly design graphics and edit video for campaigns, conferences, events, and UKCDR website
- Collaborate and coordinate research communication activities with partners in UK government, Wellcome, LIDC, and more, to ensure added value, coordinated messages and maximum outreach
- Manage and/or assist in managing online and in-personal events and workshops, recent examples include: annual stakeholder event, communications workshop, COVID CIRCLE conference
- Collaborate with colleagues to identify target audiences and communications tactics for UKCDR outputs

COMMUNICATIONS CONSULTANT, THE INTERNATIONAL WATER MANAGEMENT INSTITUTE, Rome (June 2021 – December 2021)

Selected contributions:

- Extensive copyediting of scientific research and policy documents, including project reports and government briefings
- Devised project-level communications plan and advised research team on communications approach
- Liaised with researchers and project officers to communicate and disseminate their work

Continued...

- Researched, created, and edited digital content, including for blogs and social media

COMMUNICATIONS AND CLIMATE CHANGE INTERN, THE INTERNATIONAL WATER MANAGEMENT INSTITUTE, Rome (3/2021 - 06/2021)

Selected contributions:

- Successfully pitched and managed an Instagram account to increase brand awareness and network with sector stakeholders
- Contributed to Twitter and LinkedIn campaigns on various water-related research for development topics
- Created IWMI website content on water accessibility, environmental justice, and climate change
- Administrative support including minute-taking and preparing meeting agendas

— Please note that I was studying for my MSc during this employment break —

VIP ACCOUNT MANAGER, GAMESYS, London (9/2019 – 10/2020)

Selected contributions:

- Designed and delivered personalised marketing campaigns via email, text, and phone
- Safeguarding lead for up to 80 account holders at a time; regularly assessed wellbeing of account holders and provided and/or signposted support as needed
- Managed gambling-related risk by making executive decisions on an account-by-account basis
- Regularly helped expand Gamesys' account management portfolio by taking initiative to scout and develop new account management relationships

Additional Experiences:

- **ACTIVITY LEADER**, BAYSWATER COLLEGE (2019)
- **CAFÉ AND EVENTS STAFF**, VARIOUS, London (2017 - 2018)
- **BOOKSELLER**, WATERSTONES BOOKSTORE, Southampton and Portsmouth (2013 - 2018)

Volunteer Experience

VSO International Citizen Service, Loitokitok, Kenya (2015)

Fundraising and community outreach initiatives spanning education and health

Advocate Youth Panel, Girlguiding UK (2011 - 2014)

Influenced Girlguiding's national advocacy role and policy. Represented organisation in multiple conferences, interviews, and panels

Future Foundations National Citizenship Service (2012)

Community awareness-raising and fundraising activities in Southampton for charitable causes

Ad hoc fundraising activities include organisations such as Southampton City Mission, Single Homelessness Project and Bath Welcomes Refugees

Educational Background

MSc ENVIRONMENT, POLITICS AND SOCIETY (2020 - 2021)

Distinction

UCL, London

BA EUROPEAN SOCIAL AND POLITICAL STUDIES (2015 - 2019)

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UCL, London / Sciences Po, Paris