



CV/Andrew Thompson

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Portfolio - www.andrewthompson123.com

Experienced content specialist, well-versed in strategy communications development and creation of multi-channel content aimed at enhancing understanding of organisational strategic objectives. Worked for blue-chip institutions including the European Central Bank, Allied Irish Bank and DWP Digital, the digital arm of the UK Government's Department for Work & Pensions. Firm believer in power of storytelling and authentic business-oriented communications based on insight, appropriate channel use, timeliness, relevance and emotional connection. Qualified journalist with creative team management, internet publishing and video production expertise.

CAREER HISTORY

DIGITAL ENGAGEMENT MANAGER, DWP DIGITAL, DEPARTMENT FOR WORK & PENSIONS, LEEDS - JANUARY 2019 - PRESENT

Telling the story of how digital innovation is transforming DWP in a clear, memorable and consistent way to 85,000 colleagues across the UK. Part of a seven person multi-located team delivering communications which include 24/7 stakeholder messaging on major IT incidents and the translation of complex IT concepts into Plain English for a variety of channels for non-colleagues. I also develop detailed communications strategies informed by regular measurement/evaluation and build partnerships by working together across DWP Digital and the wider department.

CONTENT & INSIGHTS COMMUNICATIONS MANAGER, CENTRAL BANK OF IRELAND, DUBLIN. OCTOBER 2016 - JUNE 2018

Leader of seven-strong team that delivered major enhancements to Central Bank's external digital channels including website www.centralbank.ie which went live in March 2017. Used persona-based approach and social media channel promotion to enhance content relevance which boosted number of visits on main site. Responsible for website governance, content strategy/policies and Central Bank's brand. As a Section Head in the Communications Division, I also contributed to various matrix projects involving internal communications, CSR and media relations. Myself and my team also worked closely with Human Resources on projects including the creation of an Employee Value Proposition.

INTERNAL COMMUNICATIONS MANAGER, CENTRAL BANK OF IRELAND, DUBLIN. NOVEMBER 2015 - SEPTEMBER 2016

Development and execution of digital and face-to-face communications strategies aimed at both Central Bank staff and its management network. Advised senior management on co-ordination of major change programmes including Organisational Review. Also sensitive communications around Central Bank's move to a more transparent staff engagement model. Content creation included well received videos of senior management for intranet channel Plaza. Also produced content for internal newsletter including editorial feature on new Governor, delivered creative and event management of All Staff Conference, promoted use of digital signage and developed strategy for management communications including Leadership Network events and communications toolkits for managers.

**PRINCIPAL COMMUNICATIONS EXPERT, EUROPEAN CENTRAL BANK, FRANKFURT
MAY 2014 - MAY 2015**

My work at the ECB was focussed on the creation and execution of an internal communications strategy for the launch of ECB Banking Supervision. As part of this, I developed concepts and produced videos for a major external event for more than 1,000 staff. This included writing speeches for ECB President Mario Draghi and the Chair of Banking Supervision Danièle Nouy. Other work at the ECB included control and co-ordination of content for the ECB Intranet. I led the internal communications team that organised face-to-face events with senior board members. I worked on the delivery of a new communications strategy for change programme Crescendo. I also collaborated in person and on regular video/audio calls with communication teams in Eurosystem central banks on a new communications model for central bank colleagues across Europe and I was part of a small multidisciplinary team including lawyers and economists who wrote a new Eurosystem mission statement.

**CONTENT DOCTOR
JULY 2013 - MAY 2014**

Founder of the Content Doctor consultancy offering content creation, strategy, editorial and copywriting services. I also researched, created and managed www.ontheline.ie, a Dublin lifestyle website.

**INTERNAL COMMUNICATIONS MANAGER , AIB GROUP, DUBLIN.
MARCH 1995 - MAY 2013**

I led a five-strong team responsible for internal communications for 12,000 staff in more than 350 locations across Ireland, the UK, Poland and the United States as well as high profile external communication projects aimed at AIB shareholders. I oversaw the team's annual budget of €500,000 which included spend on six editions a year of The Teller, AIB's award-winning staff magazine, the AIB intranet and AIB long and short form corporate videos for staff and shareholders. For more than 15 years, I wrote, edited and oversaw the design and production of these publications, working closely with the AIB chairman, CEO and divisional heads worldwide. I also managed AIB's relationship with external suppliers including design companies, printers, photographers and video production firms.

I was the sole communications manager on the Bankcentre change project which saw AIB consolidate 22 Dublin locations to six sites. I created regular communications with staff about the new build and the relocation strategy. I collaborated closely with the other 15 members of the multidisciplinary Bankcentre Project group to ensure communications were carefully crafted, planned and distributed to an agreed plan. During my time in AIB there were various crises in the bank which saw myself and the internal communications team working for long hours under intense pressure. In 2002 rogue trader John Rusnak defrauded AIB of almost half its profits. My responsibility was the internal communications strategy. The key element in this strategy was a series of updates from the CEO to staff which I researched, drafted and 'ghostwrote' throughout the crisis. These regular updates, sometimes two a day, often broke news about unfolding developments in the saga. The updates were seen later as an important factor in 'steading the ship' at AIB at a difficult time.

Later, I also delivered communications for sensitive change programmes such as voluntary redundancies and corporate restructuring. Through my work on the first AIB internet site, I had the opportunity to set up the AIB Intranet. This involved the development of a tailored content management system. The intranet and other technologies helped the internal communications team make progress towards an important goal. This was to ensure that all staff had access to up-to-date news and detailed background information about their organisation and its industry sector, regardless of their geographical location, rank or job role. The 'staff first' policy was not just simple courtesy but also good business sense as it helped staff feel more engaged with the bank's strategy, promoting a more open corporate culture.

The live daily updated format of the intranet was also effective in communicating news on key issues such as cyberattacks and IT security topics. I was also involved in the creation of policy and procedures in areas including Corporate Social Responsibility, copyright and social media guidelines for staff. Measurement was an important part of the work of the internal communications team. The team also used traditional market research online analytical methods to gauge the effectiveness of our work. We acted on this research, refining the editorial approach of staff communication channels and redesigning elements of the AIB Intranet. The research also helped develop innovative communication initiatives such as informal briefing sessions to staff by senior management including the CEO and the use of digital signage.

OTHER ROLES

Television: BBC Press and Public Relations Officer, Newcastle-upon-Tyne. Senior Publicity Writer for Thames Television, London. Writer/Producer, Tyne Tees Television, Newcastle-upon-Tyne. Advertising: Copywriter for London and Newcastle-upon-Tyne agencies including PA Consulting. Newspapers: Journalist on Middlesbrough Evening Gazette, Yorkshire. News reporting, feature writing and sub-editing for main daily evening paper in Teesside.

QUALIFICATIONS/AWARDS

National Council for the Training of Journalists' Proficiency Test Certificate, UK Professional Diploma (FETAC) in Digital Marketing from Digital Marketing Institute, Dublin.

Communicators in Business Awards - Best corporate video - AIB Now. / Gold award for best internal news magazine in UK & Ireland - The Teller magazine/Best use of humour in internal publication - AIB Intranet guidelines.