

# ALI MARSLAND

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A reliable freelance communications professional with over ten years' experience covering most communications activities and significant time in the public sector. A confident and committed team-player, Ali has a flexible and thorough approach, strong writing and organisational skills, and a proven ability to adapt quickly to new working environments and projects.

## KEY SKILLS

- Writing, editing and proof reading
- Internal and external communication planning and management
- Planning, producing and working with external suppliers on magazines and other printed materials
- Proactive and reactive media handling
- Website maintenance and development
- Working independently, flexibly and to deadlines and staying calm under pressure
- Computer literate in: Microsoft Office, email/internet, FrontPage, Sharepoint, Quark, Photoshop, web content management systems. Familiar with PCs and Macs. Able to pick up new systems quickly.

## CAREER HISTORY

### Oct 2006 to date: Freelance communications manager working with various clients:

- **East Midlands Trains (via PR Principles):** Provided cover for an internal communications manager role. Managed recognition schemes; produced staff newsletter; updated the intranet; provided internal communications advice and support to senior colleagues.
- **Nottingham University Hospitals NHS Trust (three contracts):** Developed a system for tracking around 700 patient information leaflets; edited and designed leaflets; project managed production of annual report, planning, writing and editing all content, sourcing photos, working with an external design company, organising Braille, easy-read, large-print, audio and multi-media formats, all to tight deadlines; organised meetings for local residents; produced bi-monthly staff magazine and weekly online staff newsletter; logged media coverage; updated the intranet and website.
- **Birmingham and Solihull Mental Health NHS Foundation Trust:** Edited/wrote articles and worked with local printers to produce the staff magazine.
- **Linney Design, Mansfield:** Wrote a number of features for Bupa's international staff magazine, aimed at staff in 160 countries worldwide and some articles for Eurostar's staff magazine.
- **Healthcare Commission (two contracts):** Proactive and reactive media handling, internal and stakeholder communications for the Central and North regions leading up to and during the national announcement of the annual healthcheck results.
- **Central Office of Information (previously Government News Network):** Prepared case studies and press releases for: National College for School Leadership (NCSL), Learning and Skills Council (LSC), Train to Gain, UK Trade and Investment (UKTI), Natural England; logged media coverage for Ministry of Defence; prepared Highways Agency weekly activity report; provided media handling advice during an emergency planning exercise.
- **Health Protection Agency:** Proactive and reactive media handling.
- **East Midlands Strategic Health Authority:** General communications support: handling media enquiries; working on the annual report; updating the website.
- **Nottingham City Council:** Proactive and reactive media handling.

**Sep 2005 – Sep 2006 Senior Communications Officer, NHS East Midlands**

Responsible for all internal and external communications via: writing and implementing strategies; proactive and reactive media handling; producing staff communications and corporate documents; monitoring use of corporate identity; maintaining and developing the website; advising senior directors. The role also included handling Freedom of Information requests, working closely with Government departments on ministerial briefings, and participating in emergency planning exercises.

**Dec 2003 – Sep 2005 Communications Officer, Lincolnshire Partnership NHS Trust**

Responsible for all internal and external communications through activities as above. Also wrote and designed patient leaflets and organised trade stand at county show.

**Apr 2002 – Nov 2003 Press & Public Relations Executive, Bower Parnham Stewart**

Planned and carried through press/PR campaigns for various clients; researched, wrote and distributed press releases and corporate newsletters; developed good contacts with trade media; organised an awards event and press conference.

**Aug 1999 – Apr 2002 Editor of the staff newsletter, John Lewis Nottingham**

Supervised or carried out all aspects of creating and producing the weekly staff magazine: interviewed subjects; wrote features; edited copy; set out each page; organised printing.

**Jul 1998 – Jul 1999 Freelance English Teacher, Khartoum, Sudan**

Lived and worked independently in Khartoum teaching a wide variety of ages and abilities all aspects of the English language.

**TRAINING AND QUALIFICATIONS**

2006: Tee-line shorthand level 1 (New College Nottingham)

2003: Introduction to PR (Institute of Public Relations)

1998: BA (hons) 2:1 in Linguistics (Reading University)

**TESTIMONIALS**

"I have always been pleased with the work Ali has done for Nottingham University Hospitals NHS Trust. She is consistently professional, focused and delivers work to a high standard. She's a real asset, team player and someone you can rely on to deliver. I'd recommend her any time."

*Laura Skaife, Assistant Director of Communications, Nottingham University Hospitals NHS Trust*

"Ali has worked with us on many occasions and has been flexible and willing to help out at the drop of a hat. At Linney Design, we are pleased to be working with a broad mix of large well-known brands and Ali applies herself to any project in a professional and dedicated manner. Ali works well as part of our team, always working to brief and deadline but also proactively advising on solutions which add value to the project in hand. Ali is a valuable addition to our team."

*Louisa Oukil, Linney Design*

"I have commissioned Ali Marsland to work on a number of projects over the last four years including copy writing, media handling, project management, strategic communications planning and public relations. Ali is an extremely talented professional who is very thorough and produces excellent results to a very high standard. If I ever require a freelancer, Ali would always be my first choice. I would highly recommend her for any project."

*Rachael Vowles. Ali has worked for Rachael at East Midlands Strategic Health Authority, The Healthcare Commission and Birmingham and Solihull Mental Health NHS Foundation Trust*

**DETAILS OF REFEREES AVAILABLE ON REQUEST**